

JAMIA HAMDARD  
(KANNUR CAMPUS-KERALA)



UGC-LEARNING OUTCOME BASED CURRICULAM  
FOR  
BACHELOR OF BUSINESS ADMINISTRATION (BBA)

Byelaws for B.B.A. under LOBC w.e.f 2022 Admission

DEPARTMENT OF MANAGEMENT  
JAMIA HAMDARDKANNUR CAMPUS

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## JAMIA HAMDARD KANNUR CAMPUS

### **VISION OF THE SCHOOL:**

To be a leading and vibrant institution of excellence in quality education with Management, Commerce, Humanities, Scientific and Technical Development and Research for achieving the national goals of a self-reliant, technologically strong and modern India and building an integrated modern system of education, in accordance with the New Education Policy for better future for all.

### **MISSION OF THE SCHOOL:**

- To offer programmes in consonance with national policies for nation building and meeting global challenges.
- To undertake collaborative assignments and projects which offer opportunities for long-term interaction with academia and industry.
- To foster a collaborative academic environment for the promotion of critical and creative thinking.
- To cater to the needs of industry and requirement of competitive examinations for Government Service, PSUs, Private Sector and Abroad Jobs by regular revision of syllabi.
- To develop human potential to its fullest extent so that intellectually capable and imaginatively gifted leaders can emerge in a range of professions.

**JAMIA HAMDARD KANNUR CAMPUS  
DEPARTMENT OF MANAGEMENT  
BACHELOR OF BUSINESS ADMINISTRATION**

**VISION STATEMENT:**

To create business graduates to become future business leaders, entrepreneurs, socially responsible professionals who fit into the dynamic corporate world with a global outlook, critical thinking and social responsibility.

**MISSION STATEMENT:**

**MS1:** To develop a strong bond with industry for project-based learning, internships, and placements.

**MS2:** To develop professional skills by cooperating closely with corporate partners.

**MS3:** To stimulate innovative learning processes for disseminating knowledge by utilizing state-of-the-art facilities.

**MS4:** To attract highly-talented students and provides them with an intercultural learning environment.

## BACHELOR OF BUSINESS ADMINISTRATION QUALIFICATION DESCRIPTORS

Upon the completion of **B.B.A**, the student will be able to:

Program Educational Objectives/Qualification Descriptors:

**QD-1** Demonstrate competency to analyze and evaluate problems and to construct and implement solutions in the business environment.

**QD-2** Perform teamwork and leadership skills in the evaluation of organizational conditions using a system perspective to determine necessary action

**QD-3** Practice high level of professionalism necessary to deliver the knowledge, expertise and skill of students through the application of research to business problems and issues.

**QD-4** Demonstrate an understanding and appreciation of ethical principles at both the professional and community levels

**QD-5** To impart knowledge and information across functional areas of management in order to evaluate business situations.

### Mapping Qualification Descriptors (QD's) with Mission Statements (MS)

	MS-1	MS-2	MS-3	MS-4
QD-1	2	2	3	2
QD-2	2	1	2	2
QD-3	3	2	3	2
QD-4	2	2	2	1
QD-5	2	2	2	2

### **PROGRAMME LEARNING OUTCOMES (PLO'S)**

After completing this course, the students should be able to:

**PLO-1** To provide adequate basic understanding about Management Education among the students and to develop language abilities of students to inculcate writing skills and Business correspondence

**PLO-2** To evaluate different business problems using analytical and creative, and integrative abilities and to solve business problems in an ethical manner

**PLO-3** To demonstrate the knowledge and understanding management and other core business content and new venture development

**PLO-4** To develop and implement functional and general management skills to make strategic decisions.

**PLO-5** To build and demonstrate Leadership, Teamwork, Social skills and Communicate effectively in different contexts.

**PLO-6** To facilitate the students to go for professional courses and to develop ethical reasoning, professional behavior and entrepreneurial skills

**PLO-7** To prepare professional quality business documents and deliver a professional quality business presentation and to develop a global perspective towards various issues.

**PLO-8** To competently utilize business technologies for integrated business information systems implementation in a business environment.

**PLO-9** To communicate effectively in a business context using technology appropriately.

**PLO-10** Recognize the need for, and have the preparation and ability to engage in independent and life-long learning in the broadest context of technological change.

**PLO-11** To understand the impact of the professional solutions in societal and environmental contexts, and demonstrate the knowledge of, and need for sustainable development.

**PLO-12** To demonstrate an understanding of the importance and relevance of multicultural & diversity issues in business.

### **PROGRAMME SPECIFIC OUTCOMES (PSO'S)**

After completing this course, the students will be able to

**PSO-1:** Recognize the need to adapt business practices to the opportunities and challenges of an evolving global environment.

**PSO-2:** Identify, evaluate, analyze, interpret and apply information to address problems and make reasoned decisions in a business context.

**PSO-3:** Develop appropriate skills in the students so as to make them competent and provide themselves self employment.

**PSO-4:** Demonstrate the understanding and ability to apply professional standards, theory, and research to address business problems within specific concentrations

**Mapping of Programme Learning Outcomes (PLOs) with Qualification Descriptors (QDs)**

	QD1	QD2	QD3	QD4	QD5
PLO1	3	2	1	2	3
PLO2	3	3	2	2	3
PLO3	2	3	1	2	3
PLO4	3	3	1	2	3
PLO5	3	2	2	2	3
PLO6	2	3	2	1	2
PLO7	3	2	2	2	3
PLO8	3	3	1	2	3
PLO9	3	3	2	3	3
PLO10	2	2	1	2	3
PLO11	3	2	2	2	3
PLO12	2	2	1	2	2
PSO1	3	2	1	2	3
PSO2	3	2	2	2	2
PSO3	2	2	2	1	3
PSO4	3	2	2	1	2



## Programme Details

Semester	Course Code	Course Title	Sessional Marks	End Semester Marks	Total Marks	Allotted Credits
<b>Semester1</b>	BBA 101	Communication Skills In English	25	75	100	2
	BBA 102	Additional Language (Arabic/Hindi/Malayalam)	25	75	100	2
	BBA 103	Quantitative Techniques for Management	25	75	100	6
	BBA 104	General Informatics	25	75	100	6
	BBA 105	Principles and Practice of Management	25	75	100	6
					<b>500</b>	<b>22</b>
<b>Semester2</b>	BBA 201	Environmental Science	25	75	100	2
	BBA 202	Additional Language (Arabic/Hindi/Malayalam)	25	75	100	2
	BBA 203	Accounting for Managers	25	75	100	6
	BBA 204	Managerial Economics	25	75	100	6
	BBA DSE-	Any one from elective-2	25	75	100	6
					<b>500</b>	<b>22</b>
<b>Semester 3</b>	BBA 301	Human Resource Management	25	75	100	6
	BBA 302	Legal aspects of Business	25	75	100	6
	BBA -DSE	Any one from elective-2(that is not already selected)	25	75	100	6
	BBA- SEC	Any one from elective-3	25	75	100	2
	BBA- SEC	Any one from elective-3(that is not already selected)	25	75	100	2
						<b>500</b>
	BBA 401	Marketing Management	25	75	100	6
	BBA 402	Business Research Methods	25	75	100	6

<b>Semester 4</b>	BBA -DSE	Any one from elective-2 (that is not already selected)	25	75	100	6
	BBA- SEC	Any one from elective- 3(that is not already selected)	25	75	100	2
	BBA- SEC	Any one from elective- 3(that is not already selected)	25	75	100	2
					<b>500</b>	<b>22</b>
<b>Semester 5</b>	BBA 501	Management Science: Concepts and Applications	25	75	100	6
	BBA 502	Financial Management	25	75	100	6
	BBA- DSE	Any one from elective- 2(that is not already selected)	25	75	100	6
	BBA SEC	Any one from elective - 3(that is not already selected)	25	75	100	2
	BBA-GE	Any one from elective- 1(that is not already selected)	25	75	100	6
					<b>500</b>	<b>26</b>
<b>Semester6</b>	BBA 601	Business Research Project and Viva voce	25	75	100	6
	BBA- DSE	Any one from elective-2 (that is not already selected)	25	75	100	6
	BBA- DSE	Any one from elective-2 (that is not already selected)	25	75	100	6
	BBA-DSE	Any one from elective- 2(that is not already selected)	25	75	100	6
	BBA- SEC	Any one from elective- 3(that is not already selected)	25	75	100	2
				<b>500</b>	<b>26</b>	
				<b>Total Marks</b>	<b>Total Credit</b>	
				<b>3000</b>	<b>140</b>	

**Annexure II**

## List of Electives

## Elective-1 Generic Electives (GE)

Code	Subject	Credit
BBA-GE1	Human Resource Management	6
BBA-GE2	Legal Aspects of Business	6
BBA-GE3	Management Science: Concepts and Applications	6
BBA-GE4	Managerial Economics	6

## Elective-2 Discipline Specific Electives (DSE)

Code	Subject	Credit
BBA-DSE1	Entrepreneurship Development	6
BBA-DSE2	Organizational Behaviour	6
BBA-DSE3	Marketing of Services	6
BBA-DSE4	Consumer Behaviour	6
BBA-DSE5	Product Policy and Brand Management	6
BBA-DSE6	Customer Relationship Management	6
BBA-DSE7	Business Statistics	6
BBA-DSE8	Business Environment	6
BBA-DSE9	Production and Operations Management	6
BBA-DSE10	Strategic Management	6
BBA-DSE 11	Advertising and Sales Promotion	6
BBA-DSE 12	Disaster Management	6

## Elective -3 Skill Enhancement Courses (SEC)

Code	Subject	Credit
BBA-SEC1	Managerial Skill Development Course (MSDC)	2
BBA-SEC2	Organisational Study	2
BBA-SEC3	Business Mathematics	2
BBA-SEC4	Business Communication	2
BBA-SEC5	Computer Application in Business	2
BBA-SEC6	Training and Development	2
BBA-SEC7	Business Ethics and Corporate Governance	2
BBA-SEC8	Banking Theory and Practice	2
BBA-SEC9	Retail Management	2
BBA-SEC10	Event Management	2

**List of Generic Electives Offered by other Disciplines for B.B.A**

## Generic electives offered by B.A. English

Code	Subject	Credit
BAEN-GE1	Studies in Prose	6
BAEN-GE2	Studies in Poetry	6
BAEN-GE3	Postcolonial Literatures	6
BAEN-GE4	American Literature	6

## Generic electives offered by B.C.A

Code	Subject	Credit
BCA- GE 1	Fundamentals of Computer and HTML	6
BCA- GE 2	C Programming& Unix	6
BCA- GE 3	Java Programming	6
BCA- GE 4	Python Programming	6

## Generic electives offered by B.Com with Computer Applications

Code	Subject	Credit
BCMC- GE 1	Management Concepts	6
BCMC- GE 2	Financial Accounting	6
BCMC- GE 3	Office Automation Tools	6
BCMC- GE 4	Financial Management	6

## Generic electives offered by B.Com with Finance

Code	Subject	Credit
BCMF- GE 1	Financial Markets and Service	6
BCMF- GE 2	Goods and Services Tax	6
BCMF- GE 3	Advanced Accounting	6
BCMF- GE 4	Investment Management	6

## Generic electives offered by B.Sc. Psychology

Code	Subject	Credit
BSPS-GE1	Introduction to Psychology	6
BSPS-GE2	Cognitive Processes	6
BSPS-GE3	Psychology of Individual Differences	6
BSPS-GE4	Lifespan Development I	6

**Rules and Regulations of the Programme**  
**Department of Management**

**ADMISSION AND EXAMINATION BYELAWS  
For  
Bachelor of Business Administration (BBA)**

**1. Programme:** Bachelor of Business Administration (BBA)

**2. Duration:** Three years, each year having two semesters. It will be a fulltime programme

**3. Medium of Instruction and Examinations:** English

**4. Eligibility and Selection Criteria for Admission:**

A candidate seeking admission to the programme must have:

Passed 10+2 examination or equivalent in any discipline from a recognized institution with at least 55% marks.

Their admission will be based on marks secured in the qualified examination.

**5. Course structure**

1 <sup>st</sup> Year	Semester-I	July to Mid November
	Semester-II	December to April
2 <sup>nd</sup> Year	Semester-III	June to November
	Semester-IV	December to April
3 <sup>rd</sup> Year	Semester-V	June to November
	Semester-VI	December to April

During an academic year, a candidate shall be enrolled only for one course of study and shall not appear at any other examination of this or any other University.

The semester-wise course outline (with total marks allocated to each paper, internal assessment and semester examinations marks for all specialization), list of electives and the detailed syllabus are listed in annexure I, II & III respectively. Detailed course content of the syllabus shall be prescribed by the school Board and shall be reviewed periodically.

Every candidate shall have to undertake business research project of four weeks duration in an organization of repute in India or abroad under the supervision of a faculty member. The project shall be assigned by the organization concerned.

The schoolboard, depending on circumstances prevailing in the market, may change any paper and increase or decrease the number of optional papers.

**6. Attendance**

All students must attend every lecture delivered; however, to account for the late joining or other such contingencies, the attendance requirement for appearing in the semester examinations shall be a minimum of 75% of the total classes actually held.

In order to maintain the attendance record of a course, a roll call will be taken by the subject teacher in every scheduled lecture.

Attendance on account of participation in the prescribed functions of NCC, NSS, Inter University sports, educational tours/field work assigned by the university to students shall be credited to the

aggregate, provided the attendance record, duly counter signed by the officer in-charge, is sent to the Course coordinator within two weeks time after the function/ activity.

The subject teacher will consolidate the attendance record for the lectures for each student. The statements of attendance of students shall be displayed on the Department's Notice Board by the teacher concerned at the beginning of the following month and consolidated attendance before the conclusion of each semester as given in the University Calendar. A copy of the same shall be sent to the Course coordinator for record. Notices displayed on the Notice Board shall be deemed to be a proper notification, and no individual notice shall be sent to students.

If a student is found to be continuously absent from the classes without information for a period of 30 days, the teacher in charge shall report it to the Course coordinator, who will inform the Director. Director school Board will issue a notice to such student, as to why his/ her admission should not be cancelled. The Director will take a decision on cancellation of admission within 30 days of issue of the notice. A copy of the order shall be communicated to the student.

A student with less than 75% attendance of the lectures in each course shall be detained from appearing in the semester examination of that course. The Course coordinator concerned may consider application for the condonation of shortage of attendance up to 5% on account of sickness or any other extra ordinary circumstances, provided the medical certificate duly certified by registered Medical Practitioner, had been submitted within 7 days of the recovery from the illness.

A student detained on account of attendance will be re-admitted to the same class in the next academic year on payment of current fees except Enrolment and identity card fees

## **7. Scheme of Examination**

Each paper shall carry 100 marks. Of these, 75 marks shall be for Semester Examination and 25 marks for Internal Assessment.

The candidate shall have to make an oral presentation of his/ her Business research project before a joint session of the faculty and students. Presentation of report shall carry 40 marks. The same report shall be examined by an external examiner out of 60 marks. The total project report shall carry 100 marks. The breakup is as follows: For 40 marks, (20 marks by internal faculty mentor + 20 marks for presentation) and 60 marks by external examiner.

## **8. Internal Assessment**

Internal assessment for 25 marks in respect of theory papers will be based on written tests, case discussions, assignments, quizzes, marks for presentations, viva-voice etc. The breakup is as follows: 10 marks for Sessional (two sessionals of 5 marks each). 5 for seminar and/or viva, 5 for assignments and 5 for attendance.

The evaluation shall be done by the subject teacher and marks will be notified within a week of such test.

There shall be two to three written tests in each course in a semester. The test will be conducted as per the academic calendar individual faculty member to announce the date for tests or conduct them as per academic calendar.

Internal assessment for 10 marks shall be done by the subject teacher based on the class room performance of the student including class attendance and class participation.

The teacher concerned shall maintain records of marks of various components of evaluation for each student and the same will be notified at the end of the semester.

The internal assessment marks shall be submitted by Course Coordinator to the Chief Superintendent of examinations at the end of the semester.

A candidate who has to reappear (as an ex-student) in the semester examination of a course will retain the marks of internal assessment.



A student who will be required to seek re-admission, for whatever reason, will have to appear for internal assessment and tests afresh.

The faculty shall evaluate the presentation at the end of each session and record of marks shall be maintained by the subject teacher. A consolidated mark list duly signed by the Course coordinator shall be sent to the Chief Superintendent of examinations at the conclusion of presentations.

### 9. Semester Examinations

The Semester examinations shall be held at the end of each semester as notified in the academic calendar.

The duration of semester examinations of each theory paper will be 3 hours.

The question papers shall be set by either an external or an internal examiner duly appointed by the Board of Studies and approved by the Vice Chancellor.

The papers set by the examiners shall be moderated by a panel of moderators constituted by the Board of Studies at the time of approving the panel of examiners.

Every candidate shall have to prepare a business research project in the sixth semester. The subject of project shall be approved on the recommendations of the supervisor(s) and the Course coordinator.

A student shall be required to maintain record of periodic progress in the project in a diary. He / she should be in constant touch with his/her supervisor and obtain his/her signature in the diary regularly. There would be continuous appraisal of the project which will carry' 40 marks as a part of internal assessment.

Evaluation of the business research project would be as stated in subhead: 8.

The minimum pass marks shall be 40% (grade P) in each theory/ Internship and viva-voce (combined) examination.

### 10. Promotion criteria

A student will be required to clear minimum 40% of his/her papers in a semester examination to be eligible for promotion to the next semester. A student may appear in the supplementary examination after each semester examination and can have a choice to appear in the backlog papers in the supplementary examination. A student detained due to shortage of attendance will repeat his/her paper in the subsequent semester concerned (even/odd).

**\*Letter Grade:** It is an index of the performance of students in a said course. Grades are denoted letters viz, O, A+, A, B+, B, C, P and F

**\*\*Grade Point:** It is numerical weight allotted to each letter grade on a 10-point scale.

### Converting the marks into letter grades

#### Table for pass marks 40

Letter Grade	Grade Point	Range of Percentage of Marks
O (Outstanding)	10	90 and above to 100 (90-100)
A+ (Excellent)	9	80 and above and less than 90 (80<90)
A (Very Good)	8	70 and above and less than 80 (70<80)
B+ (Good)	7	65 and above and less than 70 (65<70)
B (Above Average)	6	55 and above and less than 65 (55<65)
C (Average)	5	50 and above and less than 55 (50<55)
P (Pass)	4	40 and above and less than 50 (40<50)
F (Fail)	0	00 and above and less than 40 (00<40)
Ab (Absent)	0	--

A student obtaining Grade 'F' shall be considered failed and will be required to reappear in the examinations.

**Computation of SGPA and CGPA**

The UGC recommends the following procedure to compute the Semester Grade Point Average (SGPA) and Cumulative Grade Point Average (CGPA):

- i. The SGPA is the ratio of sum of the product of the number of credits with the grade points scored by a student in all courses taken by student and the number of credits of all the courses undergone by a student.  

$$SGPA (S_i) = \frac{\sum (C_i \times G_i)}{\sum C_i}$$
 where  $C_i$  is the number of credits of the  $i$ th course and  $G_i$  is the Grade point scored by the student in the  $i$ th course.
- ii. The CGPA is also calculated in the same manner taking into account all the courses undergone by a student over all the semesters of programme. i.e.  $CGPA = \frac{\sum (C_i \times S_i)}{\sum C_i}$  where  $S_i$  is the SGPA of the  $i$ th semester and  $C_i$  is the total number of credits that semester.
- iii. The SGPA and CGPA shall be rounded off to 2 decimal points and reported in the transcripts.

**Formula for Conversion of CGPA into percentage of Marks.**

The Percentage equivalent to the CGPA shall be obtained by using the following formula.

**Equivalent Percentage of CGPA = CGPA x 10**

**Classification of Results**

The following formula may be considered for adoption by the University for the Award of class/division

**Table for pass marks 40**

Range of CGPA	Division/Class
CGPA of 7.5 and above and up to 10	I Division with Distinction
CGPA of 6.00 and above and less than 7.50	I Division
CGPA of 5.00 and above and less than 6.00	II Division
CGPA of 4.00 and above and less than 5.00	III Division

**11. Span Period**

A student must complete all the requirements of BBA degree within a period of five years from his/ her admission. In genuine cases, if only business research project is left to be cleared, permission may be granted to submit it even beyond the period of five years with prior approval of the Vice Chancellor.

**12. Credit System**

Credits are value allocated course units to describe the student workload required to complete them. They reflect the quantity of work each course requires in relation to total quantity of work required to complete a full semester/ year of academic study at the institution i.e. lectures, practical work, seminars, library or at home and examination or other assessment activities. The following is the list of subjects, wherein the core subjects are compulsory. The students are given choice to choose Discipline Specific Elective (DSE) subjects and Skill Enhancement Course (SEC) subject and specialization according to his/ her preference.

**Grading System**

The grade awarded to a student in any particular programme of study will be based on his/her performance in internal and final examinations

For Example

## Semester I

Course name	Subject Credits	Marks	Grade Awarded	Grade Point	Points secured
Communication Skills In English	2	56	B	6	12
Additional Language - I (Arabic/Hindi/Malayalam)	2	66	B+	7	14
Quantitative Techniques for Management	6	51	C	5	30
General Informatics	6	56	B	6	36
Principles and Practice of Management	6	66	B+	7	42
<b>TOTAL</b>	<b>22</b>			<b>31</b>	<b>134</b>

Total credits = 22  
 Points secured = 134  
 SGPA =  $134/22 = 6.09$

## Semester II

Course name	Subject Credits	Marks	Grade Awarded	Grade Point	Points secured
Environmental Science	2	51	C	5	10
Additional Language - II (Arabic/Hindi/Malayalam)	2	56	B	6	12
Financial Accounting: Concepts and Applications	6	51	C	5	30
Managerial Economics	6	56	B	6	36
Entrepreneurship Development (Elective – 2)	6	66	B+	7	42
<b>TOTAL</b>	<b>22</b>			<b>29</b>	<b>130</b>

Total credits = 22  
 Points secured = 130  
 SGPA =  $130/22 = 5.91$   
 CGPA =  $((6.09 \times 22) + (5.91 \times 22))/44 = 6$

## Annexure- I

## Proposed Course Structure for BBA (2022 Admissions onwards)

## Semester I

Sl.no	Paper code	Paper Title	Discipline	Marks Allotted			Credits
				Internal	External	Total	
1	BBA 101	Communication Skills In English	AECC	25	75	100	2
2	BBA 102	Additional Language (Arabic/Hindi/Malayalam)	AECC	25	75	100	2
3	BBA 103	Quantitative Techniques for Management	Core Course	25	75	100	6
4	BBA 104	General Informatics	Core Course	25	75	100	6
5	BBA 105	Principles and Practice of Management	Core Course	25	75	100	6
			Total			500	22

## Semester II

6	BBA 201	Environmental Science	AECC	25	75	100	2
7	BBA 202	Additional Language (Arabic/Hindi/Malayalam)	AECC	25	75	100	2
8	BBA 203	Accounting for Managers	Core Course	25	75	100	6
9	BBA 204	Managerial Economics	Core Course	25	75	100	6
10	BBA-DSE-	Any one from elective-2	DSE	25	75	100	6
			Total			500	22

## Semester III

11	BBA 301	Human Resource Management	Core Course	25	75	100	6
12	BBA 302	Legal aspects of Business	Core Course	25	75	100	6
13	BBA-DSE-	Any one from elective-2 (that is not already selected)	DSE	25	75	100	6
14	BBA-SEC-	Any one from elective-3	SEC	25	75	100	2
15	BBA-SEC-	Any one from elective-3 (that is not already selected)	SEC	25	75	100	2
			Total			500	22

## Semester IV

16	BBA 401	Marketing Management	Core Course	25	75	100	6
17	BBA 402	Business Research Methods	Core Course	25	75	100	6
18	BBA-DSE-	Any one from elective-2 (that is not already selected)	DSE	25	75	100	6
19	BBA-SEC-	Any one from elective-3 (that is not already selected)	SEC	25	75	100	2
20	BBA-SEC-	Any one from elective-3 (that is not already selected)	SEC	25	75	100	2

			Total			500	22
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## Semester V

21	BBA 501	Management Science: Concepts and Applications	Core Course	25	75	100	6
22	BBA 502	Financial Management	Core Course	25	75	100	6
23	BBA-DSE-	Any one from elective- 2(that is not already selected)	DSE	25	75	100	6
24	BBA-SEC-	Any one from elective - 3(that is not already selected)	SEC	25	75	100	2
25	GE-	Any one from elective- 1(that is not already selected)	GE	25	75	100	6
			Total			500	26

## Semester VI

26	BBA 601	Business Research Project and Viva voce	Core Course	40	60	100	6
27	BBA-DSE-	Any one from elective-2 (that is not already selected)	DSE	25	75	100	6
28	BBA-DSE-	Any one from elective-2 (that is not already selected)	DSE	25	75	100	6
29	BBA-DSE-	Any one from elective- 2(that is not already selected)	DSE	25	75	100	6
30	BBA-SEC-	Any one from elective- 3(that is not already selected)	SEC	25	75	100	2
			Total			500	26
			Overall Total			3000	140

Grand Total: 3000

Total credits: 140

**COURSE DESIGN**  
**JAMIA HAMDARD KANNUR CAMPUS**  
**BBA DEPARTMENT**

**BAEN 101: COMMUNICATION SKILLS IN ENGLISH****Credits: 2****Total Hours: 75****Course Learning Outcomes****CLO-1:** To develop a deep understanding of the fundamentals of communication.**CLO-2:** To give a foundation of English Language.**CLO-3:** To acquaint the students with the basics of English grammar.**CLO-4:** To enable the students to enrich their vocabulary and writing skills.**CLO-5:** To encourage learner autonomy through pair and group activities.**Mapping of course learning outcomes (CLOs) with Program Learning Outcomes (PLOs) and Program Specific Outcomes**

	PLO 1	PLO 2	PLO 3	PLO 4	PLO 5	PLO 6	PLO 7	PLO 8	PLO 9	PLO 10	PLO 11	PLO 12	PSO 1	PSO 2	PSO 3	PSO 4
CLO1	3	1			2		2	2		1			2		1	1
CLO2	2	2			2	2	2			1			1			1
CLO3	1	2	2		1		1			1			2	2		2
CLO4	2	1	2		1		2	2	3			2	2		2	1
CLO5	2	1		2	2	2		1	2				1			1

**SYLLABUS****Module I:** Phonetics Basics (20 Hours)

Received Pronunciation – Sounds: Vowels/Diphthongs, Consonants – Syllables – Transcription of Words- Weak Forms

**Module II:** English Language (20 Hours)

Parts of Speech – Articles – Modals – Sentence Types – Subject-Verb-Concord – Tenses – Voice – Reported Speech – Clauses – Tag Questions – Punctuation – Common Errors - Jumbled Sentences

**Module III:** Vocabulary & Writing Skills: (20 Hours)Word Formation – Synonyms, Antonyms – Homonyms, Homophones – One Word Substitution  
Personal Letters – Official Letters–Covering Letter–  
Bio-data – Curriculum Vitae.**Module IV:**

(A) Communication (15 Hours)

Communication: An Overview – Definition &amp; Process – Features – Importance – Forms – Barriers – Remedies – Non verbal communication – Body Language – Paralinguistic Features – Proxemics/Space Distance – Haptics.

(B) Group Discussion – Facing Interviews

**References:**

Kumar, Sanjay, and PushpaLata. *Communication Skills*. OUP, 2011.

Raman, Meenakshi, and Sangeeta Sharma. *Communication Skills*. OUP, 2011.

Wood, F.T. .A Remedial English Grammar for Foreign Students. Macmillan, 1965.

Choili,Mark. *Towards Academic English*. CUP, 2007.

**Teaching- Learning Strategies:**

Effective classroom teaching, Assignments, seminar presentation to enhance qualitative understanding of the topic, Encourage group learning by role plays, group discussions, increasing questioning ability of students by asking to frame questions and answers, Discussion of the topic through case study analysis

**Assessment methods:**

Progress towards achievement of learning outcomes will be assessed using: Conducting regular test papers, problem based assignments, seminar presentations Using Power point presentations, conducting viva voce.



## BBA 102: Additional Language I (Arabic)

### ARABIC LITERATURE

Credits: 2

Total Hours: 75

#### Course Learning Outcomes

**CLO-1:** To understand the distinct features of Arabic prose & poetry literature from Classical period to modern period.

**CLO-2:** To understand the basic characteristics of traditional and modern literature in Arabic

**CLO-3:** To realize the beauty of the language & the moral language values in Arabic poems and prose literature maintain the good perspective.

**CLO-4:** To aware of the literary works of eminent scholars and writers.

**CLO-5:** Understand the stories and accept messages.

#### Mapping of course learning outcomes (CLOs) with Program Learning Outcomes (PLOs) and Program Specific Outcomes

	PLO 1	PLO 2	PLO 3	PLO 4	PLO 5	PLO 6	PLO 7	PLO 8	PLO 9	PLO 10	PLO 11	PLO 12	PSO 1	PSO 2	PSO 3	PSO 4
CLO1	2	1		1	1		2		2						2	
CLO2	2	1		1	1		1		2			1			3	1
CLO3	2	2		1	2		2		2	1	2	1			2	1
CLO4	3	2		2	1		2	2	1	2	1	2	2		2	
CLO5	1	1		1	1		2		1						1	

#### SYLLABUS

#### Module I (20 Hours)

##### الآيات والأحاديث

تبارك الله أحسن الخالقين  
فمنر غبعنسننتنقأليسمنني  
أوصاندريني  
منالحرمة

#### Module II (20 Hours)

##### مقالته والحكاية

التواضع تاج المرءة  
خطبة حجة الوداع

#### Module III (15 Hours)

##### السيرة والشعر

مولانا أبو الكلام آزاد  
ترجمة أحمة شوقي  
شعر الثعلبي والديك  
الإمام الشافعي  
الرضاء بقضاء الله

## **Module IV (20 Hours)**

### **القصة والمذكرة رحلة**

إبليس يتنصر  
أنا عاجز عن الشكر  
رحلة إلى ماليزيا

#### **Book for Reference**

- 1) THABASSUM - Dr. A. Mohammed
- 2) Literature Reader - Dr. Abdul Majeed. T
- 3) Al-Khawathir - Dr. Abdul Azeez. M

#### **Teaching- Learning Strategies:**

Effective classroom teaching, Assignments, seminar presentation to enhance qualitative understanding of the topic, Encourage group learning by role plays, group discussions, increasing questioning ability of students by asking to frame questions and answers, Discussion of the topic through case study analysis

#### **Assessment methods:**

Progress towards achievement of learning outcomes will be assessed using: Conducting regular test papers, problem based assignments, seminar presentations Using Power point presentations, conducting viva voce.

## BBA 102: ADDITIONAL LANGUAGE I LITERATURE IN HINDI

Credits: 2

Total Hours: 75

### व्याकरणऔरकहानी

#### COURSE LEARNING OUTCOMES (CLO'S)

After completing this Course, the students should be able to:

**CLO-1:** Understanding the basic grammar of Hindi Language.

**CLO-2:** Develop communicative skills in Hindi.

**CLO-3:** Understanding correct usage of Hindi grammar.

**CLO-4:** To understand the link between translation theory and translation practice.

**CLO-5:** Understand the stories and accept messages.

#### Mapping of course learning outcomes (CLOs) with Program Learning Outcomes (PLOs) and Program Specific Outcomes

	PLO 1	PLO 2	PLO 3	PLO 4	PLO 5	PLO 6	PLO 7	PLO 8	PLO 9	PLO 10	PLO 11	PLO 12	PSO 1	PSO 2	PSO 3	PSO 4
CLO1	2	1		1	1		2		2						2	
CLO2	2	1		1	1		1		2			1			3	1
CLO3	2	2		1	2		2		2	1	2	1			2	1
CLO4	3	2		2	1		2	2	1	2	1	2	2		2	
CLO5	1	1		1	1		2		1						1	

#### Module I: व्याकरण(20 Hours)

व्याकरण- संज्ञा- सर्वनाम\_ लिंग\_ वचन\_ पुरुष\_ विशेषण\_ क्रिया\_ काल\_ कारक\_ लोकोक्तियाँ-मुहावरे।

#### Module II: पत्रतथावार्तालाप(20 Hours)

औपचारिकएवंअनौपचारिकपत्रलेखन\_ व्यावसायिकपत्र\_ शिकायतीपत्र- आवेदनपत्र

वार्तालाप-समकालीनविषयोंपरआधारित

#### Module III: अनुवाद(15Hours)

अनुवाद- आवश्यकताऔरमहत्व-,समाचारपत्रोंकेलेखकाअनुवाद,-

किसीपरिच्छेदकाहिन्दीसेअंग्रेजीमेंतथाअंग्रेजीसेहिन्दीअनुवाद ।

#### Module IV: कहानी(20 Hours)

ज्ञानरंजन\_ पिता

यशपाल\_ सचबोलनेकीभूल

उदयप्रकाश\_ अपराध

उषाप्रियंवदा\_ वापसी

#### Books Recommended:

- 1.सामान्यहिन्दीव्याकरणतथारचना- श्रीकृष्णपाण्डेय, लोकमंगलप्रकाशन ।
- 2.कथामंजरी- महेन्द्रकुलश्रेष्ठराजपालप्रकाशन, संस्करण 2016 ।
3. सुबोधहिन्दीव्याकरणतथारचना, श्रीकृष्णपाण्डेय, लोकमंगलप्रकाशन।

**Teaching- Learning Strategies:**

Effective classroom teaching, Assignments, seminar presentation to enhance qualitative understanding of the topic, Encourage group learning by role plays, group discussions, increasing questioning ability of students by asking to frame questions and answers, Discussion of the topic through case study analysis

**Assessment methods:**

Progress towards achievement of learning outcomes will be assessed using: Conducting regular test papers, problem based assignments, seminar presentations Using Power point presentations, conducting viva voce.



**Module – IV - നോവൽ(20 Hours)**  
 പ്രമേയവനം - ബഷീർ

**References**

1. സൂര്യകാന്തി - ജി.ശങ്കരകുറുപ്പ്  
(ജിയുടെതെരഞ്ഞെടുത്ത കവിതകൾ)
2. പഴഞ്ചൊല്ലി - സച്ചിദാനന്ദൻ
3. കുട്ടമാൻ - എം.ആർ.രണ്ടുകുമാർ
4. വൈകോൽ പാവ - ലോപ.ആർ(വൈകോൽ പാവ,ഡി.സി.ബുക്സ്)
- ചോലമരങ്ങൾ - കെ.സരസ്വതി അമ്മ
- ചാത്തുകുട്ടിയുടെ അമ്മ- യു.എ.വാദറിന്റെ കഥകൾ)
- മോഹമത്തെ - കെ.ആർ.മീര (കറസ്റ്റ് ബുക്സ്)
- പറുദീസാഷ്ഠം - സുഭാഷ് ചന്ദ്രൻ
- പ്രമേയവനം - ബഷീർ(ഡി.സി.ബുക്സ്)

**Teaching-learning strategies:**

This paper presents an overview of the basics of Malayalam Language. Various learning strategies will be used to enhance the understanding of basic grammar and communication skills in Malayalam. The curriculum will be delivered through different pedagogical methods such as lectures, classroom discussions, and videos.

**Assessment methods:**

Assessment methods such as formative and summative assessments, seminar presentations and viva voce will be used to evaluate the students.

**BBA 103 -QUANTITATIVE TECHNIQUES FOR MANAGEMENT****Credits: 6****Total Hours: 75****COURSE LEARNING OUTCOMES(CLO'S)**

After completing this Course, the students should be able to:

**CLO-1:** Analyze the concepts of quantitative techniques to support business decisions.**CLO -2:** Apply probability theories in Decision making.**CLO -3:** Utilize the hypothesis and testing in market analysis.**CLO- 4:** Designing mathematical models for decision making in business.**CLO-5:** Demonstrate an understanding of theoretical distributions in business.**Mapping of course learning outcomes (CLOs) with Program Learning Outcomes (PLOs) and Program Specific Outcomes**

	PLO 1	PLO 2	PLO 3	PLO 4	PLO 5	PLO 6	PLO 7	PLO 8	PLO 9	PLO 10	PLO 11	PLO 12	PSO 1	PSO 2	PSO 3	PSO 4
CLO1	1		3	3	1	2			2	2	1	1	2	1		2
CLO2	1	1	2			1	1		2	2	2	1	2	2	2	1
CLO3	2		3	2	2	2	2	2	2	1	3	2	1	2	2	2
CLO4	1		2	1	1	1			2	2		1	2	1	2	2
CLO5							2		1	2		1	2	2		

**MODULE I (14 Hours)**

Quantitative Technique – introduction – meaning and definition – Application of Quantitative Technique in business - limitations

**MODULE II (16 Hours)**

Probability – concept of probability – meaning &amp; definition – approaches to probability – theorems of probability – addition theorem – multiplication theorem- conditional probability – inverse probability – baye's theorem

**MODULE III (22 Hours)**

Theoretical distribution – binomial distribution – basic assumptions and characteristics- fitting binomial distribution – poisson distribution- normal distribution – normal distribution – features and properties – standard normal curve

**MODULE IV (23 Hours)**

An introduction to statistical inference – Statistics and parameter – Statistical inference – Hypothesis – Types – Procedure for testing hypothesis – Sampling distribution– Standard error – Level of significance – Type I and Type II error – Two tailed and one tailed test – Large sample and small sample tests-Non parametric test-Chi square test- Analysis of variance- Types of variance.

**REFERENCES:**

1. S P Gupta, *Statistical Methods*, Sultan Chand, Delhi
2. C.R.Reddy, *Quantitative Techniques for Management Decisions*, HPH.
3. Dr. B N Gupta, *Statistics* (SahityaBhavan), Agra.

4. R.S Bhardwaj ,*Business Statistics*, Excel Books.
5. Chikodi sathyaPrasad ,*Quantitative Method for Business - II*
6. R.Veerchamy ,*Operation Research* I.K. International Publishers,New Delhi
7. S C Gupta,*Business Statistics*, Himalaya Publications.

**Teaching- Learning Strategies:**

Effective classroom teaching, Assignments, seminar presentation to enhance qualitative understanding of the topic, Encourage group learning by role plays, group discussions, increasing questioning ability of students by asking to frame questions and answers, Discussion of the topic through case study analysis

**Assessment methods:**

Progress towards achievement of learning outcomes will be assessed using:Conducting regular test papers, problem based assignments, seminar presentations Using Power point presentations, conducting viva voce .



**BBA 104- GENERAL INFORMATICS****Credits: 6****Total Hours: 75****COURSE LEARNING OUTCOMES (CLO'S)**

After completing this Course, the students should be able to:

**CLO-1:** explain the concept and application of information technology**CLO-2:** enable the optimum utilization of internet**CLO-3:** efficient with the information technology infrastructure**CLO-4:** provide knowledge on social informatics**CLO-5:** develop socio-technical expertise**Mapping of course learning outcomes (CLOs) with Program Learning Outcomes (PLOs) and Program Specific Outcomes**

	PLO1	PLO 2	PLO 3	PLO 4	PLO 5	PLO 6	PLO 7	PLO 8	PLO 9	PLO 10	PLO 11	PLO 12	PSO 1	PSO 2	PSO 3	PSO 4
CLO1	1	2		1	2	1	3	3	2	3	2	1	1	3	1	1
CLO2		2	3	1	2	2	2	3	2	2		1	1	3	1	1
CLO3	1	1	2	2	1		2	2	2	2	1	1	1	3	1	1
CLO4	1	1	2	1	1	1	2	3	2			1		3	2	2
CLO5		1			1		2	3				2		3	1	2

**Module I (24 Hours)**

Computers and operating systems: Features of new generation personal computers and peripherals- Computer Networks-Types of network- components of networks- Topology- internet- uses of internet- introduction to software- License- Open source- overview of operating systems and major application software

**Module II (18 Hours)**

Knowledge skill for higher education- Data- information and Knowledge- knowledge management- Internet as a knowledge repository- Academic search Technique- Academic websites- basic concepts of IPR- Uses of IT in teaching and learning- Academic services- INFLIBNET-NICENET- BRNET

**Module III (20 Hours)**

Social informatics- IT and society- Issues and concerns- Free software movement- IT and industry- Opportunities and threats- Cyber Ethics- Security- Privacy issues- Cyber Laws- Cyber Addictions- Information overload- Guidelines for proper usage of Computers and Internet- E-Waste

**Module IV (13 Hours)**

IT applications- E-Governance- Application at National and state level- IT for national integration- Overview of IT in Medicine- Healthcare- Business and Commerce- Computerized Accounting- Meaning- Features- Advantages of computerized accounting- limitations- Introduction to Tally- features of Tally- Technological advantages (Theory only)

## REFERENCES

1. James Obrein, *Management Information Systems*, Tata McGraw Hill
2. M. Suman , *Computer Application Business*, VBH
3. R.G. Saha , *Computer Application Business*, Himalaya Publishing House
4. Amrutha Gowri & Soundrarajana A, *Computer Application Business*- SHBP.
5. Manjunath- GunduRao , *Computer Business Applications*- Himalaya Publishing House
6. Sudaimuthu& Anthony, *Computer Applications in Business*, Himalaya Publishing House

### **Teaching- Learning Strategies:**

Effective classroom teaching, Assignments, seminar presentation to enhance qualitative understanding of the topic, Encourage group learning by role plays, group discussions, increasing questioning ability of students by asking to frame questions and answers, Discussion of the topic through case study analysis

### **Assessment methods:**

Progress towards achievement of learning outcomes will be assessed using: Conducting regular test papers, problem based assignments, seminar presentations Using Power point presentations, conducting viva voce .

## BBA 105 –PRINCIPLES AND PRACTICES OF MANAGEMENT

**Credits: 6**

**Total Hours: 75**

### COURSE LEARNING OUTCOMES (CLO'S)

After completing this Course, the students should be able to:

**CLO-1:** Demonstrate understanding of the role of managers in an organization.

**CLO-2:** Summarize the elementary concepts, principles and theories of management.

**CLO-3:** Examine the managerial functions having an impact on the organizational effectiveness.

**CLO-4:** Identify the contemporary issues and challenges in management.

**CLO-5:** Develop ethical workplace practices.

### Mapping of course learning outcomes (CLOs) with Program Learning Outcomes (PLOs) and Program Specific Outcomes

	PLO 1	PLO 2	PLO 3	PLO 4	PLO 5	PLO 6	PLO 7	PLO 8	PLO 9	PLO 10	PLO 11	PLO 12	PSO 1	PSO 2	PSO 3	PSO 4
CLO1			2	2	2	2		2	1			2	2		2	2
CLO2	2		2		1			1	1			2	1		1	2
CLO3			3	3	2		2	2	1	2		2	2		2	2
CLO4	2	2	2	2	2		2	2			2	1	2	2	2	
CLO5		3			1		2	2		2		2			1	2

### Module I (20 Hours)

Management: Definition- Nature- Purpose and Scope of Management- Features of Management-- Evolution of Management Thought Contributions made by Taylor- Fayol- Elton Mayo- Maslow- scientific Management and its Principles- Levels of Management

### Module II (15 Hours)

Planning: Meaning– Nature- Types of Plans –Characteristics of Planning – Steps in Planning- Forecasting and Decision Making- components of Planning - Objectives – Strategies – Policies – Procedures.

### Module III (20 Hours)

Organising: Meaning- Principles of Organizing- Departmentation - Bases of Departmentation- Delegation of Authority- Centralisation and Decentralisation -Line and Staff authority-Staffing: Nature and purpose – Directing – Meaning – Nature – Characteristics - Principles – Importance – Role of communication and leadership in directing – Supervision.

### Module IV :( 20 Hours)

Co-ordination: Meaning- Need for co-ordination – Approaches to achieve effective co-ordination– Characteristics of co-ordination and Cooperation – Controlling – Need for control – Control process – Methods of control – Characteristics of effective control.

## REFERENCES

1. Koontz- H and Wechrick- H, Management,McGraw Hill Inc- New York- 1995.
- 2) Peter Drucker,*Management: Tasks- Responsibilities and Practices*,2004.Allied Publishers, New Delhi.
3. Business Management, Dr. P. Subba Rao, Roopa Traisa, Himalaya Publishing.
- 2) Michael A Hitt, J Stewart Black, Lyman W Management,- Prentice-Hall publishing – 2nd Revised edition.
- 3) Harold Koontz Heinz Weihrich ,Essentials of management, - Tata Mc Graw hill publishing.
- 4)R. K Sharma, Shashi K. Gupta Business management,– Kalyani publishers – 2009.
- 5) Appanniah Reddy , Business management, 2008,Himalaya publishers.

### **Teaching- Learning Strategies:**

Effective classroom teaching, Assignments, seminar presentation to enhance qualitative understanding of the topic, Encourage group learning by role plays, group discussions, increasing questioning ability of students by asking to frame questions and answers, Discussion of the topic through case study analysis

### **Assessment methods:**

Progress towards achievement of learning outcomes will be assessed using:Conducting regular test papers, problem based assignments, seminar presentations Using Power point presentations, conducting viva voce .

**BBA 201- ENVIRONMENTAL SCIENCE****Credits: 2****Total Hours: 75****Course Learning Outcomes**

After completing this Course, the students should be able to:

**CLO-1:** To understand complex environmental issues.

**CLO-2:** To master the core concepts and methods of ecology and environmental problem solving.

**CLO-3:** To envisage exposing students to the real situations in their surroundings and to help them connect, aware, appreciate and be sensitized towards the prevailing environmental issues.

**CLO-4:** To make them aware if the different types of pollutions and different measures to control it.

**CLO-5:** To impart basic knowledge about the environment and its allied problems.

**Mapping of course learning outcomes (CLOs) with Program Learning Outcomes (PLOs) and Program Specific Outcomes**

	PLO 1	PLO 2	PLO 3	PLO 4	PLO 5	PLO 6	PLO 7	PLO 8	PLO 9	PLO 10	PLO 11	PLO 12	PSO 1	PSO 2	PSO 3	PSO 4
CLO1	2	2	2		1		1	1	1	1	1		1	1		1
CLO2		2	2				2	1	1	2	2		2	2		1
CLO3		2	1			2			1	1	2		1	1	1	2
CLO4		1	2							2	1		2	1		1
CLO5		2	1	1				1	2	1	2			2		

**Module I (30 Hours)**

Brief discussion on the components of the environment- Effect of environmental degradation with example and effect on population- Brief outline of the Environment (Protection) Act 1986 should be discussed including effect on companies- contravention- penalties and return requirement. Relevance of environment legislation to Business Enterprise- Legislation vs. Social obligation of business.- Role of NGOs like green peace in Environmental protection-Ecology- Brief outline on Elements of Ecology- Brief discussion on Ecological balance and consequences of change-principles of environmental impact assessment- Environmental Impact Assessment report (EIA)- Requirement of Environmental Impact Assessment report for startup manufacturing enterprise

**Module II (20 Hours)**

Air Pollution and Control- Brief Outline of Atmospheric composition- Brief understanding of energy balance- climate- weather- dispersion- Sources and effects of pollutants in the industrial context- primary and secondary pollutants- acid rain- green house effect- depletion of ozone layer- global warming- standards and control measures required by industry in compliance to The Air (Prevention and Control of Pollution) Act 1989

**Module III (15 Hours)**

Water Pollution and Control: Brief Discussion on Hydrosphere- natural water- pollutants: their origin and effects- river/lake/ ground water pollution- The financial implication of water pollution control and steps required to be taken by industry e.g. Sewage treatment plant- water treatment

plant- Standards and control in relation to the effect of legislation by Central and State Boards for prevention and control of Water Pollution

**Module IV (10 Hours)**

Land Pollution: Brief understanding of lithosphere- Pollutants (municipal- industrial. commercial- agricultural- hazardous solid waste); their original effects- collection and disposal of solid waste- recovery & conversion methods in relation to an industrial enterprise with discussion about the financial implication in a business enterprise

**REFERENCES**

1. Environmental Science: Cunnigham- TMH
2. Environmental Studies: A.K.De&A.K.De- New Age International
3. Environmental Pollution Control Engineering: C.S.Rao- New Age International
4. Environmental Management: N.K. Oberoi- EXCEL BOOKS
5. Ecosystem Principles & Sustainable Agriculture: Sithampanathan- Scitech

**Teaching- Learning Strategies:**

Effective classroom teaching, Assignments, seminar presentation to enhance qualitative understanding of the topic, Encourage group learning by role plays, group discussions, increasing questioning ability of students by asking to frame questions and answers, Discussion of the topic through case study analysis

**Assessment methods:**

Progress towards achievement of learning outcomes will be assessed using: Conducting regular test papers, problem based assignments, seminar presentations Using Power point presentations, conducting viva voce.

**BBA 202: COMMUNICATION AND COMMERCIAL ARABIC****Credits: 2****Total Hours: 75****After completion of this course, students should be able to:****CLO-1:** Use simple words and phrases to communicate on everyday situations.**CLO-2:** Understand and use key expressions and common phrases in communications.**CLO-3:** Oral and writing skills of communications**CLO-4:** Familiarize with basics of interpersonal interactions in Arabic**CLO-5:** Understanding correct usage of Arabic grammar**Mapping of course learning outcomes (CLOs) with Program Learning Outcomes (PLOs) and Program Specific Outcomes**

	PLO 1	PLO 2	PLO 3	PLO 4	PLO 5	PLO 6	PLO 7	PLO 8	PLO 9	PLO 10	PLO 11	PLO 12	PSO 1	PSO 2	PSO 3	PSO 4
CLO1	2	1		1	1		2		2						2	
CLO2	2	1		1	1		1		2			1			3	1
CLO3	2	2		1	2		2		2	1	2	1			2	1
CLO4	3	2		2	1		2	2	1	2	1	2	2		2	
CLO5	1	1		1	1		2		1						1	

**SYLLABUS****Module I (20 Hours) احياتوتعارف**

كيف تقدم نفسك؟

تقديم الآخرين

من أين بدأتم؟

أيمطعم هذا؟

هل تشربون قهوة؟

**Module II (20 Hours)****لمحات الترجمة**

أهمية الترجمة

أنواع الترجمة

خطوات الترجمة الناجحة

الترجمة من اللغة العربية

الترجمة من اللغة الإنجليزية

**Module III (15 Hours)****التعبير الأساسية**

أسئلة مفيدة  
جملة شائعة  
الحياة الاجتماعية

#### Module IV (20 Hours)

##### المرسلات

الرسالة : أنواعها وأجزاؤها  
الرسالة والشهادات  
السيرة الذاتية  
شهادة الخبرة

#### Book for Reference

- 1) A HAND BOOK OF COMMERCIAL ARABIC - DR. ABOOBACKER. K.P
- 2) BUSINESS COMMUNICATION IN ARABIC - ABDUL RAZAK

#### Teaching- Learning Strategies:

Effective classroom teaching, Assignments, seminar presentation to enhance qualitative understanding of the topic, Encourage group learning by role plays, group discussions, increasing questioning ability of students by asking to frame questions and answers, Discussion of the topic through case study analysis

#### Assessment methods:

Progress towards achievement of learning outcomes will be assessed using: Conducting regular test papers, problem based assignments, seminar presentations Using Power point presentations, conducting viva voce.



**BBA 202: ADDITIONAL LANGUAGE II (HINDI)****Credits: 2****Total Hours: 75**

कथासाहित्यऔरकविता

**COURSE LEARNING OUTCOMES (CLO'S)**

After completing this Course, the students should be able to:

**CLO-1:** Understand the story content and structure in depth**CLO-2:** To acquaint the students with different thoughts and style of Hindi fiction.**CLO-3:** Understand the Hindi poetry.**CLO-4:** To help students develop their creative thinking and writing.**CLO-5:** Analyze drama in the modern context.**Mapping of course learning outcomes (CLOs) with Program Learning Outcomes (PLOs) and Program Specific Outcomes**

	PLO 1	PLO 2	PLO 3	PLO 4	PLO 5	PLO 6	PLO 7	PLO 8	PLO 9	PLO 10	PLO 11	PLO 12	PSO 1	PSO 2	PSO 3	PSO 4
CLO1	2	1		1	1		2		2						2	
CLO2	2	1		1	1		1		2			1			3	1
CLO3	2	2		1	2		2		2	1	2	1			2	1
CLO4	3	2		2	1		2	2	1	2	1	2	2		2	
CLO5	1	1		1	1		2		1						1	

**Module I: कहानी (20 Hours)**

अपनाअपनाभागय-जैनेंद्र

आकाशदीप- जयशंकरप्रसाद

ईदगाह-प्रेमचंद

यहीसचहै- मन्नुभण्डारीड

**Module II: कविता (20 Hours)**

गीतफरोश-भवानीप्रसादमिश्र

मोतीराम-धूमिल

जूहीकीकली- सूर्यकांतत्रिपाठीनिराला

बच्चेकामपरजारहेहैं-राजेशजोशी

**Module III: व्यंग्यतथारेखाचित्र (15 Hours)**

भोलारामकीजीव- हरिशंकरपरसाई

ठकुरीबाबा-महादेवीवर्मा

**Module IV: नाटक (20 Hours)**

आधेअधूरे-मोहनराकेश

**Books Recommended:**

- 1.कहानीविविधा-राधाकृष्णप्रकाशननईदिल्ली 110051।
- 2.समकालीनहिन्दीकविता-सम्पादकडॉएन. मोहनन-राजपालएण्डसन्ज-कशमीरीगेट,दिल्ली 110051।
- 3.आधेअधूरे-मोहनराकेश, राधाकृष्णप्रकाशन, दरियागंज, नईदिल्ली-110002।
- 4.स्मृतिकीरेखाएँ-महादेवीवर्मा-लोकभारतीप्रकाशन, इलाहाबाद 211001।

**Teaching- Learning Strategies:**

Effective classroom teaching, Assignments, seminar presentation to enhance qualitative understanding of the topic, Encourage group learning by role plays, group discussions, increasing questioning ability of students by asking to frame questions and answers, Discussion of the topic through case study analysis

**Assessment methods:**

Progress towards achievement of learning outcomes will be assessed using: Conducting regular test papers, problem based assignments, seminar presentations Using Power point presentations, conducting viva voce.

**BBA 202: ADDITIONAL LANGUAGE  
MALAYALAM**

**Credits: 2**

**Total Hours: 75**

**Course Learning Objectives**

- CLO -1** : Understand the story content and structure in depth.
- CLO-2** : Acquaint the students with different thoughts and style of Malayalam Fiction.
- CLO-3** : Understand the Malayalam Poetry.
- CLO-4** : **Help students to develop their creative thinking and writing.**
- CLO-5** : Analyze and know about Folklore.

**Mapping of Course Learning Outcomes (CLOs) with Program Learning Outcomes (PLOs) and Program Specific Outcomes (PSOs)**

	PLO 1	PL O2	PL O3	PL O4	PL O5	PL O6	PL O7	PL O8	PL O9	PL O10	PL O11	PL O12	PSO 1	PSO 2	PSO 3	PSO 4
CLO1	2	1		1	1		2		2						2	
CLO2	2	1		1	1		1		2			1			3	1
CLO3	2	2		1	2		2		2	1	2	1			2	1
CLO4	3	2		2	1		2	2	1	2	1	2	2		2	
CLO5	1	1		1	1		2		1						1	

**Module – I യാത്രാവിവരണം(20 Hours)**

ഭക്തപുരവും പട്ടണവും - എസ്.കെ.പൊറ്റക്കാട്

**Module – II ലേഖനം (20 Hours)**

- 5. ധർമ്മയുദ്ധത്തിന്റെ പര്യവസാനം - കുട്ടികൃഷ്ണമുരാരൻ
- 6. കാളിദാസനുംകാലത്തിന്റെ ദാസൻ - ജോസഫ് മൂറ്റേരി
- 7. നമ്മുടെ അടുക്കള തിരിച്ചു പിടിക്കുക - സാറാജോസഫ്
- 8. ടാഗോറുംഗാന്ധിജിയും - പ്രൊഫ.എസ്.ഗുപ്തൻ നായർ

**Module – III - തിരക്കഥ(15 Hours)**

ഒരു വടക്കൻ വീരഗാഥ

**Module – IV - മാഷിളപ്പോകുലോർ(20 Hours)**

മാഷിളപ്പോകുലോർ  
 ബദ്രസമുദ്രം - ഹുസൈൻ മുഹമ്മദ്  
 - മോയിൻ കുട്ടി വൈദ്യർ

**References**

- 1. മാഷിളപ്പോകുലോർ - മുഹമ്മദ് അഹമ്മദ്
- 2. ഒരു വടക്കൻ വീരഗാഥ - എം.ടി.
- 3. മലയാളസിനിമ പിന്നിട്ട വഴികൾ - എം.ജയരാജ്

**Teaching-learning strategies:**

This paper presents an overview of the basics of Malayalam Language. Various learning strategies will be used to enhance the understanding of basic grammar and communication skills in Malayalam. The curriculum will be delivered through different pedagogical methods such as lectures, classroom discussions, and videos.

**Assessment methods:**

Assessment methods such as formative and summative assessments, seminar presentations and viva voce will be used to evaluate the students.

**BBA 203- ACCOUNTING FOR MANAGERS.****Credits: 6****Total Hours: 75****COURSE LEARNING OUTCOMES (CLO'S)**

After completing this Course, the students should be able to:

**CLO-1:** To provide knowledge about accounting principles and their applications in different Business situations**CLO-2:** To acquaint with methods and techniques of cost accounting**CLO-3:** To provide knowledge about management accounting at an advanced field for Managerial decision making**CLO-4:** Apply knowledge regarding concepts in the preparation of final accounts**CLO-5:** preparation of cost sheet and apply the concept of marginal costing**Mapping of course learning outcomes (CLOs) with Program Learning Outcomes (PLOs) and Program Specific Outcomes**

	PLO 1	PL O2	PL O3	PL O4	PL O5	PL O6	PL O7	PL O8	PL O9	PL O10	PL O11	PL O12	PSO 1	PSO 2	PSO 3	PSO 4
CLO1	3	2	2	2		3	2			2	2	1		2	2	
CLO2		2	2	3		2	2			1		1		2	2	
CLO3	2	3	3	2	2	2	2			2		1		1		
CLO4		2	2	2		1	1	1	2	1						2
CLO5		2	2	2	1	2	2	2	2	2						

**Module I (20 Hours)**

Introduction - Nature of financial Accounting - scope – objects –limitations – Accounting concepts and conventions- Financial accounting standards –Object of accounting standards – Accounting Standard Board of India and Indian Accounting Standards – Accounting process from recording of business transactions to preparation of Trial Balance (an overview only)

**Module II (20 Hours)**

Final Accounts of sole Trading concern: construction of Manufacturing- Trading and profile and loss Account and Balance sheet with adjustments for prepaid and outstanding expenses- unearned and accrued incomes- provision for bad and doubtful debts and provision for discount on debtors and creditors.

**Module III (15 Hours)**

Introduction to cost accounting-- Meaning & Definition of Cost, Costing and Cost Accounting – Objectives of Costing-Comparison between Financial Accounting and Cost Accounting – Application of Cost Accounting –Designing and Installing a Cost Accounting System – Cost Concepts - Classification of Costs – Cost Unit –Cost Center – Elements of Cost – Preparation of Cost Sheet

#### **Module IV (20 Hours)**

Introduction to Management-Meaning- Definitions, Scope and Objectives, Uses- Limitations of Financial Accounting- distinction between Financial, Cost and Management Accounting- Marginal Costing: Concept, Definition- Features-CVP Analysis, Meaning, Importance and Limitations- P/V Ratio-BEP Chart- Margin of Safety-Managerial uses of Marginal Costing (Price fixation, Make or Buy Decisions, Key factor)

#### **REFERENCES**

1. S.N. Maheswari: Financial Accounting
2. Shukla- M.C. - T.S. Grewal and S.C.Gupta: Advanced Accounts S.Chand&Co.- New Delhi.
3. R.K.Malhotra: Financial Management in Hotels and Restaurant Industry- Anmol Publishers
4. P.C. Tulasian: Introduction to Accounting- Pearson Education
5. Jain & Narang: Financial Accounting
6. Ashok Sehgal and Deepak Sehgal: Advanced Accounting- Volume I- Taxmann- New Delhi.
7. Dr. S.N. Maheswari: Management Accounting
8. CostAccounting: S.P Jain &K.L Narang

#### **Teaching- Learning Strategies:**

Effective classroom teaching, Assignments, seminar presentation to enhance qualitative understanding of the topic, Encourage group learning by role plays, group discussions, increasing questioning ability of students by asking to frame questions and answers, Discussion of the topic through case study analysis

#### **Assessment methods:**

Progress towards achievement of learning outcomes will be assessed using: Conducting regular test papers, problem based assignments, seminar presentations Using Power point presentations, conducting viva voce.

Teaching-Learning strategies

**BBA 204- MANAGERIAL ECONOMICS****Credits: 6****Total Hours: 75****COURSE LEARNING OUTCOMES (CLO'S)**

After completing this Course, the students should be able to:

**CLO-1:** Understand basic managerial economic concepts.**CLO-2:** Understands economics and related disciplines and relationships.**CLO-3:** Apply economic analysis in the formulation of business policies.**CLO-4:** Use economic reasoning to problems of business.**CLO-5:** Explain the concept of utility and production.**Mapping of course learning outcomes (CLOs) with Program Learning Outcomes (PLOs) and Program Specific Outcomes**

	PLO 1	PLO 2	PLO 3	PLO 4	PLO 5	PLO 6	PLO 7	PLO 8	PLO 9	PLO 10	PLO 11	PLO 12	PSO 1	PSO 2	PSO 3	PSO 4
CLO1	1	1			1	1	1	1	1		1	1	2	1		
CLO2	2	1	2		1		1	1	1		1	1	1	1		1
CLO3		2		2	2		1	2	2	2	2	2	2	2	2	2
CLO4	2	2	2	2	2		1	2	2	1	2	2	1	2	2	2
CLO5	2	1	2		1	2	1	1	1			1		1		1

**Module I (10 Hours)**

Introduction-Definition of managerial economics-objective-characteristics-uses-decision making and forward planning-basic economic tools in managerial economics

**Module II (20 Hours)**

The concept of demand and elasticity of demand curve-Demand curve: Individual demand curve-market demand curve- movement along Vs shifts in demand curve- Elasticity of demand: Price-Income and cross

**Module III (30 Hours)**

Demand forecasting-Meaning-definition-objectives-process-methods of demand forecasting-forecasting for established products-forecasting for new products- Production-Factors of production-production function-laws of variable proportions-isoquants-properties-marginal rate of technical resources-optimal combination-economies and diseconomies of scale

**Module IV (15 Hours)**

Price and output determination under different market structure: Price and output determination under perfect competition- monopoly and monopolistic competition-pricing under oligopoly-kinked demand curve

## REFERENCES

1. Peterson, Lewis, *Managerial Economics*, PrenticeHall of India, New Delhi
2. Salvatore, *Managerial Economics in Global Economy*, Thomson Learning, Bombay
3. E. F Brigham & J.L Pappas, *Managerial Economics*, Dried & Press
4. Diwedi, D.N *Managerial Economics*, Vikas Publishing House, New Delhi
5. Mehta, P.L *Managerial Economics*, Sultan Chand, New Delhi
6. R.L Varshnay, *Managerial Economics*, Sultan Chand Publications
7. T.R Jain, *Economics for Managers*, V.K Publications

### **Teaching- Learning Strategies:**

Effective classroom teaching, Assignments, seminar presentation to enhance qualitative understanding of the topic, Encourage group learning by role plays, group discussions, increasing questioning ability of students by asking to frame questions and answers, Discussion of the topic through case study analysis

### **Assessment methods:**

Progress towards achievement of learning outcomes will be assessed using:Conducting regular test papers, problem based assignments, seminar presentations Using Power point presentations, conducting viva voce .



## BBA 301-HUMAN RESOURCE MANAGEMENT

**Credits: 6**

**Total Hours: 75**

### COURSE LEARNING OUTCOMES (CLO'S)

After completing this Course, the students should be able to:

**CLO-1:** Demonstrate a basic understanding of different tools used in forecasting and planning human resource needs

**CLO-2:** Analyze the key issues related to administering the human elements such as motivation, compensation, appraisal, career planning, diversity, ethics, and training

**CLO-3:** Develop, analyze and apply advanced training strategies and specifications for the delivery of training programs

**CLO-4:** Demonstrate the ability to prepare a selection strategy for a specific job.

**CLO-5:** Explain human resource management and system at various levels in organizations.

### Mapping of course learning outcomes (CLOs) with Program Learning Outcomes (PLOs) and Program Specific Outcomes

	PLO 1	PLO 2	PLO 3	PLO 4	PLO 5	PLO 6	PLO 7	PLO 8	PLO 9	PLO 10	PLO 11	PLO 12	PSO 1	PSO 2	PSO 3	PSO 4
CLO1	2		2		2			2	1	1		1	2	2	1	
CLO2		2	2	2	2	2	2	3	2	2	2	3	1	1	1	
CLO3			2		1			2	2	3	2	2	2	1	2	1
CLO4		1		2	1			2	2	2			2	1	1	1
CLO5		2			2			1	1	1		2	1			

#### Module I (20 Hours)

Introduction to Human Resource Management- Importance - scope and objectives of HRM- Evolution of the concept of HRM - Approaches to HRM - Personnel management Vs Human Resource Management – HRM and competitive advantage - Traditional Vs Strategic human Resource management

#### Module II (15 Hours)

Human Resource Planning-Recruitment and selection – Recruitment source of recruitment methods- Job analysis - process of job analysis-job description- job specification-- methods of job analysis –job evaluation.

#### Module III (25 Hours)

Placement-Induction and Internal mobility of human resource-Training of employees - need for training - objectives - approaches – methods - training environment - areas of training-Training evaluation-Performance appraisal - need- importance methods and problems of performance appraisal.

**Module IV (15 Hours)**

Compensation management and Grievance redressal-Compensation planning- objectives-Wage systems- factors influencing wage system-Grievance redressal procedure- Causes Approaches - punishment-essentials of a good discipline system

**REFERENCES**

1. Aswathappa, Human Resource Management, Tata McGraw Hill.
2. Madhurimalall, Human Resource Management, Himalaya Publishing House.
3. Reddy & Appanniah, Human Resource Management. Himalaya Publishing House
4. C.B.Mamoria, Personnel management, Himalaya Publishing House.
5. Edwin Flippo, Personnel management, McGraw Hill.
6. SubbaRao, Personnel and Human Resources management, Himalaya Publishing House.

**Teaching- Learning Strategies:**

Effective classroom teaching, Assignments, seminar presentation to enhance qualitative understanding of the topic, Encourage group learning by role plays, group discussions, increasing questioning ability of students by asking to frame questions and answers, Discussion of the topic through case study analysis

**Assessment methods:**

Progress towards achievement of learning outcomes will be assessed using: Conducting regular test papers, problem based assignments, seminar presentations Using Power point presentations, conducting viva voce.

**BBA 302- LEGAL ASPECTS OF BUSINESS****Credits: 6****Total Hours: 75****COURSE LEARNING OUTCOMES (CLO'S)**

After completing this Course, the students should be able to:

**CLO-1:** Relate the implications of laws to business.**CLO-2:** Apply the relevant provisions of law to business.**CLO-3:** Discuss the laws and entities in Indian business environment.**CLO-4:** Explain the important documents needed for registering Indian companies**CLO -5:** Develop knowledge on various acts.**Mapping of course learning outcomes (CLOs) with Program Learning Outcomes (PLOs) and Program Specific Outcomes**

	PLO 1	PLO 2	PLO 3	PLO 4	PLO 5	PLO 6	PLO 7	PLO 8	PLO 9	PLO 10	PLO 11	PLO 12	PSO 1	PSO 2	PSO 3	PSO 4
CLO1	1	2	2	2	1	1	1	1		1	2		2	1	2	
CLO2	2	2	2		2		2	1	2	2	2	1	2	2	2	
CLO3	1	2	2		2		2	2		2	2		2	2	2	2
CLO4	1		3	2	1		2	2		2	2		1	2		
CLO5	1	2	2		1	1		1			2	1	1		2	

**Module I (25 Hours)**

Indian Contract Act 1872- contract- essential elements of a valid contract- Types of Contract- offer and acceptance- consideration-capacity to contract-minors contract-persons of unsound mind-persons disqualified by law

**Module II (15 Hours)**

Free consent- legality of consideration and object-wagering agreement- contingent contract- performance of contract- discharge of contract-modes of discharge-remedies for breach of contract

**Module III (20 Hours)**

The sale of goods Act 1930- goods-sale and agreement to sell- condition and warranties- doctrine of caveat emptor-rights of buyer and seller- rights of unpaid seller

**Module IV (15 Hours)**

Indian companies Act 1956- company- definition- types- formation- memorandum of association- clauses- alteration- Articles of association- prospectus- share- share capital and share holder- Company meetings- kinds of meetings- notice- quorum- agenda- minutes- proxy- resolution- winding up- types (“abird’s eye view only”)

## REFERENCES

1. K. Aswathappa, Business Laws, Himalaya Publishing House
2. K.R. Bulchandni, Business Laws, Himalaya Publishing House
3. N.D. Kapoor, Business Laws, Sultan chand publications.
4. S.S. Gulshan, Business Law 3<sup>rd</sup> Edition-, New Age International
5. S.C. Sharama & Monica, Business Law, I.K. International
6. Dr.P.C.Tulsian, Business Law, Tata McGraw-Hill Education

### **Teaching- Learning Strategies:**

Effective classroom teaching, Assignments, seminar presentation to enhance qualitative understanding of the topic, Encourage group learning by role plays, group discussions, increasing questioning ability of students by asking to frame questions and answers, Discussion of the topic through case study analysis

### **Assessment methods:**

Progress towards achievement of learning outcomes will be assessed using: Conducting regular test papers, problem based assignments, seminar presentations Using Power point presentations, conducting viva voce.

**BBA 401- MARKETING MANAGEMENT****Credits: 6****Total Hours: 75****COURSE LEARNING OUTCOMES (CLO'S)**

After completing this Course, the students should be able to:

**CLO-1:** Explain the marketing concepts and its evolution**CLO -2:** Analyse the market based on segmentation, targeting and positioning**CLO -3:** Apply the knowledge on product, price, promotion mix and distribution in real business situations.**CLO-4:** Analyse the new market realities, direct marketing, online marketing and customer relationship marketing.**CLO- 5:** Acquire skill in preparing advertisement copy very effectively.**Mapping of course learning outcomes (CLOs) with Program Learning Outcomes (PLOs) and Program Specific Outcomes**

	PLO 1	PL O2	PL O3	PL O4	PL O5	PL O6	PL O7	PL O8	PL O9	PL O10	PL O11	PL O12	PSO 1	PSO 2	PSO 3	PSO 4
CLO1	2		2		1	1			2			1		1		
CLO2	1	2	2			2		2			2	2		2		
CLO3	2	2	2	1	2			2	2		2	2		2		2
CLO4	2	3	3							2	2	2	2	2		
CLO5	2				2	3	2		3			3			2	

**Module I (15 Hours)**

Marketing: nature and scope of marketing- marketing concepts- traditional and modern- selling and marketing- marketing mix- marketing environment- service marketing- characteristics of service-Consumer behavior and market segmentation: nature- scope and significance of consumer behavior- market segmentation- concept and importance- bases for market segmentation.

**Module II (30 Hours)**

Product: concept of product- consumer and industrial goods- product planning and development- packaging- role and functions- branding: brand name and trade mark- product life cycle- after sales service. Price: importance of price in marketing mix- factors affecting price- discounts and rebates- pricing strategies. Promotion: promotion mix- methods of promotion- advertising- personal selling- selling as career- functions of salesman- characteristics of a good salesman- approach and presentation to a customer- objection handling- closing sale and follow up- publicity and public relations. Distribution: physical distribution- channels of distribution- concept and role- types of channels- factors affecting choice of a particular channel- physical distribution of goods- transportation- modes- retail formats- supermarkets- hyper markets- chain stores- department stores- discount stores-

**Module III (20 Hours)**

Advertising: functions of advertising- advertising media- different types of media- relative merits and demerits- characteristics of effective advertisement- measuring media effectiveness- media planning and scheduling- Legal and ethical aspects of advertising.

**Module IV (10 Hours)**

Sales promotion: meaning- nature and functions- limitations of sales promotion- sales promotion schemes: sample- coupon- price off- premium plan- consumer contests and sweep stakes- POP displays- demonstration- trade fairs and exhibitions- sales promotion techniques and sales force.

**REFERENCES**

1. P N Reddy & Appanniah- Marketing Management- Himalaya Publishing House
2. Kuranakaran- Marketing Management- Himalaya Publishers.
3. Rekha & Vibha- Marketing Management- VBH.
4. Philip Kotler- Marketing Management- Prentice Hall.
5. Bose Biplab- Marketing Management- Himalaya Publishers.
6. J.C. Gandhi- Marketing Management- Tata McGraw Hill.
7. Ramesh & Jayanti Prasad: Marketing Management- I.K. International

**Teaching- Learning Strategies:**

Effective classroom teaching, Assignments, seminar presentation to enhance qualitative understanding of the topic, Encourage group learning by role plays, group discussions, increasing questioning ability of students by asking to frame questions and answers, Discussion of the topic through case study analysis

**Assessment methods:**

Progress towards achievement of learning outcomes will be assessed using: Conducting regular test papers, problem based assignments, seminar presentations Using Power point presentations, conducting viva voce.

**BBA 402-BUSINESS RESEARCH METHODS****Credits: 6****Total Hours: 75****COURSE LEARNING OUTCOMES (CLO'S)**

After completing this Course, the students should be able to:

**CLO -1:**Apply the Research methodology and Research plan in practice**CLO -2:** Gain insight and acquire the ability to apply different research designs**CLO -3:** Acquire skill of data processing in terms of tabulation and classification.**CLO-4:** Generate the ability to write research reports based on approved formats.**CLO-5:** To acquire skills in data processing**Mapping of course learning outcomes (CLOs) with Program Learning Outcomes (PLOs) and Program Specific Outcomes**

	PLO 1	PLO 2	PLO 3	PLO 4	PLO 5	PLO 6	PLO 7	PLO 8	PLO 9	PLO 10	PLO 11	PLO 12	PSO 1	PSO 2	PSO 3	PSO 4
CLO1	1	2		2	2	2				1	2	2	2		2	
CLO2						2	1	2		2	2	2	2	2	2	
CLO3	2		2			2	2	2	2	2	2	2	1	3	2	2
CLO4	2	2	2	1		3	2	2	2	2	2	2	2	2	2	2
CLO5	1	2	2	1	1	2	2	2	2		2	3		2		

**Module I (15 hours)**

Business research: Definition- meaning-features – scope- types-basic research, applied research, exploratory research, descriptive research, experimental research, qualitative and qualitative research -validity of data- hypothesis- research process

**Module II (25 hours)**

Research problems: sources of problems- tools and techniques of data collection- sources – methods- observation, schedule, questionnaire, case study, pilot survey by focus group, and survey- means of survey data collection-personal interview-telephonic and mail-process of problem definition- understand the background of the problem-determine the relevant variables- designing of questionnaire

**Module III (20 hours)**

Research design: meaning-importance-selection of appropriate statistical technique-sampling design- probability and non-probability sampling- simple random and complex random sampling-cluster and systematic-quota-stratified-convenient and judgmental sampling-sampling error and non-sampling error

Measurement scaling-meaning-types- nominal,ordinal, interval,ratio scale- criteria for good measurement

#### **Module IV (15 hours)**

Data processing: data processing stages- editing-coding-tabulation-frequency table-contingency table-data entry-graphs-interpretation-preparation of research report-report format-report writing stages-gathering materials and data- make over all format-make detailed outline-write first draft and rewrite-final word processing and publishing

#### **REFERENCES**

1. O.R.Krishnaswamy, Research methodology in Social Sciences, HPH, 2008.
2. R. Divivedi, Research Methods in Behavior Science, Macmillan India Ltd., 2001.
3. J.K. Sachdeva, Business Research Methodology HPH
4. S.N. Murthy, V. Bhojanna, Business Research Methods, Excel Books
5. Gupta S, Research Methodology and Statistical Techniques, Deep & Deep Publication (P) Ltd., 2002
6. Thakur D, Research Methodology in Social Sciences, Deep & Deep Publications (P) Ltd., 1998.
7. Tripathi P.C, A Textbook of Research Methodology, Sultan Chand & Sons, 2002.
8. Cooper: Business Research Methods 6th edition, MC Graw Hill,
9. C.R. Kothari, Research Methodology, Vikas Publications

#### **Teaching- Learning Strategies:**

Effective classroom teaching, Assignments, seminar presentation to enhance qualitative understanding of the topic, Encourage group learning by role plays, group discussions, increasing questioning ability of students by asking to frame questions and answers, Discussion of the topic through case study analysis

#### **Assessment methods:**

Progress towards achievement of learning outcomes will be assessed using: Conducting regular test papers, problem based assignments, seminar presentations Using Power point presentations, conducting viva voce.



**BBA 501- MANAGEMENT SCIENCE: CONCEPTS AND APPLICATIONS****Credits: 6****Total Hours: 75****COURSE LEARNING OUTCOMES (CLO'S)**

After completing this Course, the students should be able to:

**CLO-1:** Utilize operations research techniques to support business decisions.**CLO-2:** Apply simulation models to relevant application areas.**CLO-3:** Apply the decision theories for real life business decisions.**CLO-4:** Design and Construct network models in projects.**CLO-5:** To impart knowledge in concepts and tools of Operations Research**Mapping of course learning outcomes (CLOs) with Program Learning Outcomes (PLOs) and Program Specific Outcomes**

	PLO 1	PL O2	PL O3	PL O4	PL O5	PL O6	PL O7	PL O8	PL O9	PL O10	PL O11	PL O12	PSO 1	PSO 2	PSO 3	PSO 4
CLO1	1	2	2	2		1		2	2	2	2	1		1		
CLO2	1	2	2	2	3	1		2	2		2	1		2	2	
CLO3	1	2	2	2	2	1	2	2	2	2	2	2		2	2	2
CLO4	1	2	1	1	2	2	2				1			2	3	
CLO5	1	2	1	2					1							1

**Module I (5 Hours)**

Operations Research: Concept -- Meaning and Definition – Development of OR – Characteristics of OR – Scope & Objectives of OR – Phases of OR – Techniques of OR – Or and Modern Business Management.

**Module II (25 Hours)**

Linear programming problem – Meaning & Objective of LP – Applications of LP – Formulation of Mathematical Model to a LPP – Objective function – Constraints – Solution to LPP (Graphical solution only) – Advantages & Disadvantages of LP- Transportation Model: Structure of Transportation problem – solution for Transportation problem – North West Corner Method (NWCN) – Least Cost Method (LCM) – Vogel's Approximation method (VOM)(Simple problems only)- Assignment Problems

**Module III (25 Hours)**

Network Analysis – Meaning and Objectives – Network Techniques – Managerial applications of Network Techniques – PERT & CPM – Network diagram– activity – Event – Dummy Activity – Construction of Network diagram – Numbering of events – Activity & Event times – Float & Slack – Steps in the application of CPM – Critical activity – Finding of critical path & Estimated Duration– Time estimates in PERT – Steps involved in PERT calculations – Difference between PERT & CPM (only simple problems are expected – Crashing of activity timing not expected)

#### **Module IV (20 Hours)**

Decision Theory-Decision making situations – Decision making under certainty – Decision making under uncertainty: Payoff- Regret (Opportunity loss)- Maximax criterion – Minimax criterion- Maximin criterion- Laplace criterion & Hurwicz alpha criterion – Decision making under risk : Expected Monetary Value(EMV) - Expected Opportunity Loss (EOL) - Expected Value of perfect information(EVPI) – Decision making under competition – Game Theory (Theory only)- Decision Tree--Inventory management-definition-types of Inventory-Inventory management techniques-EOQ-Reorder Level-safety stock.

#### **REFERENCES**

1. V.K Kapoor, Operation research Techniques for management, Sulthan Chand & Sons
2. Hamdy A Taha, Operations Research an Introduction, Prentice hall of India, New Delhi
3. J.K. Sharma, Operations Research Theory and Application
4. J.K. Sharma- Operations Research Problems and solutions, Macmillan
5. R. Panersevam, Operations Research, Prentice hall of India, New Delhi

#### **Teaching- Learning Strategies:**

Effective classroom teaching, Assignments, seminar presentation to enhance qualitative understanding of the topic, Encourage group learning by role plays, group discussions, increasing questioning ability of students by asking to frame questions and answers, Discussion of the topic through case study analysis

#### **Assessment methods:**

Progress towards achievement of learning outcomes will be assessed using: Conducting regular test papers, problem based assignments, seminar presentations Using Power point presentations, conducting viva voce .

**BBA502-FINANCIAL MANAGEMENT****Credits: 6****Total Hours: 75****COURSE LEARNING OUTCOMES (CLO'S)**

After completing this Course, the students should be able to:

**CLO -1:** Explain the concept and objective of financial management**CLO -2:** Develop the ability to select the feasible and viable investment proposal**CLO- 3:** Apply decision making tools in organizational context**CLO- 4:** Ability to assess the risk and return of investment projects**CLO-5:** To identify the funding sources, instruments and markets**Mapping of course learning outcomes (CLOs) with Program Learning Outcomes (PLOs) and Program Specific Outcomes**

	PLO 1	PL O2	PL O3	PL O4	PL O5	PL O6	PL O7	PL O8	PL O9	PL O10	PL O11	PL O12	PS O1	PS O2	PS O3	PS O4
CLO1	1	2	2		2				1				2			1
CLO2		2	2		2	2		2	2	1	2	2	2	2	2	
CLO3		2	2	2				2	2				2	2	2	2
CLO4		3	3	2		2		3	2			2	3	3		
CLO5	2	2	2	2					1	1	2		2			

**Module I (10 Hours)**

Financial management: meaning- nature and scope of finance- financial goals: profit maximization- wealth maximization- finance functions- - investment- financing and dividend decisions

**Module II (25 Hours)**

Cost of Capital: Meaning and importance- computation of cost of Debt – Cost of preferences Capital- cost of Equity - Weighted Average Cost of Capital. Capital Structure – Meaning financial structure –overcapitalization – under capitalization - factor affecting Capital structure – EBIT – EPS analysis-Leverage analysis.

**Module III (25 Hours)**

Capital budgeting: nature of investment decisions- investment evaluation criteria- net present value- internal rate of return- profitability index- payback period- accounting rate of return - NPV and IRR comparison- capital rationing- risk analysis in capital budgeting.

**Module IV (15 Hours)**

Management of Working Capital: Definition and concepts of working capital – Factors affecting Working capital- Financial of working capital – Management of cash- receivables and inventory

## **REFERENCES**

1. Battacharya,Hrishikas: Working Capital Management: Strategies and Techniques- Prentice Hall of India- New Delhi.
2. Chandra- Prasanna: Financial Management- Tata McGraw Hill- Delhi.
3. Pandey- I.M.: Financial Management- Prentice Hall of India- New Delhi.
4. Khan M.Y. and Jain P.k.: Financial Management- Tata McGraw Hill- Delhi.
5. Vanhorne- J.C.: Financial Management and Policy- Prentice Hall of India-New Delhi.
6. Ravi M kishore: Fundamentals of Financial Management (Tax man)

### **Teaching- Learning Strategies:**

Effective classroom teaching, Assignments, seminar presentation to enhance qualitative understanding of the topic, Encourage group learning by role plays, group discussions, increasing questioning ability of students by asking to frame questions and answers, Discussion of the topic through case study analysis

### **Assessment methods:**

Progress towards achievement of learning outcomes will be assessed using: Conducting regular test papers, problem based assignments, seminar presentations Using Power point presentations, conducting viva voce.

**BBA 601: BUSINESS RESEARCH PROJECT AND VIVA VOCE****Credits: 6****Total Hours: 75****COURSE LEARNING OUTCOMES (CLO'S)**

After completing this Course, the students should be able to:

**CLO-1:** Develops solutions or inferences on the problem of study**CLO-2:** Synthesis facts in the form of report.**CLO-3:** To prove knowledge in business research methods.**CLO-4:** To develop basic skills to conduct survey researches**CLO-5:** Undertake research studies in real life situations**Mapping of course learning outcomes (CLOs) with Program Learning Outcomes (PLOs) and Program Specific Outcomes**

	PLO 1	PLO 2	PLO 3	PLO 4	PLO 5	PLO 6	PLO 7	PLO 8	PLO 9	PLO 10	PLO 11	PLO 12	PSO 1	PSO 2	PSO 3	PSO 4
CLO1	3	2	2	2			2				2	1	2	2	2	
CLO2	2	2	2				2	2	2		2	2	2	2	1	
CLO3	2	2	3			2	2			2	2	2	1	1	2	3
CLO4	2	3	2			2	2	2	2	2	2	2	2	3	2	
CLO5	2	2	2		2	2	2	2	2	2	2	2	2	2		

**Business Research Project.**

1. During the sixth semester the candidate shall do a project in a business organization.
2. The candidate shall prepare and submit a project report to the Department.
3. The report shall be printed and spiral bound with not less than 50 A4 size pages.
4. The project report should be submitted to the Head of the Department one month before the last working day of the sixth semester.
5. Project work shall have the following stages:
  - o Project proposal presentation
  - o Field work and data analysis
  - o Report writing
  - o Draft project report presentation
  - o Final project report submission
6. The project should be done individually.
7. The candidate shall prepare at least two copies of the report: one copy for submission to the Department and one copy for the student which he/she has to bring with him/her at the time of viva voce. More copies may be prepared If the organization or the guide or both ask for one copy each.
8. Duration of project work: The duration for project work is 4 Weeks.
9. A certificate showing the duration of the project work shall be obtained from the organization in which the project work was done and it shall be enclosed with the project report.
10. Structure of the report
  - Title page
  - Certificate from the organization (for having done the project work)
  - Certificate from guide

Acknowledgements.

Contents

Chapter I: Introduction (Research problem, Objectives of the study, Research methodology etc.)

Chapter II Review of literature

Chapter III Industry Profile

Chapters IV: Organisational Profile

Chapter V: Data Analysis (2 or 3 chapters)

Chapter VI: Findings, Suggestions and Conclusion.

Appendices (Questionnaire, specimen copies of forms, other exhibits etc.)

Bibliography (books, journal articles etc. used for the project work).

#### 11. Evaluation of project report

The project report shall be subject to double evaluation.

The candidate shall have to make an oral presentation of his/ her Business research project before a joint session of the faculty and students.

The total project report shall carry 100 marks.

The breakup is as follows: Internal assessment: 40 marks

External assessment: 60marks.

The split up of 40 marks for internal assessment (20 marks by internal faculty mentor+20 marks for presentation). Sixty marks (60) is allocated for the project based viva voce to be held by the External Examiner.

12. The candidate should get a minimum of 50% marks for project report for a pass.

13. If the candidate fails to get minimum 50% marks in project report, he or she shall resubmit the project report after modifying it on the basis of the recommendations of the examiners.

#### **Teaching- Learning Strategies:**

Assignments, seminar presentation to enhance qualitative understanding of the topic, Encourage group learning by role plays, group discussions, increasing questioning ability of students by asking to frame questions and answers, Discussion of the topic through case study analysis

#### **Assessment methods:**

Progress towards achievement of learning outcomes will be assessed using seminar presentations Using Power point presentations, conducting viva voce .

**BBA-GE1- HUMAN RESOURCE MANAGEMENT****Credits: 6****Total Hours: 75****COURSE LEARNING OUTCOMES (CLO'S)**

After completing this Course, the students should be able to:

**CLO-1:** Demonstrate a basic understanding of different tools used in forecasting and planning human resource needs**CLO-2:** Analyze the key issues related to administering the human elements such as motivation, compensation, appraisal, career planning, diversity, ethics, and training**CLO-3:** Develop, analyze and apply advanced training strategies and specifications for the delivery of training programs**CLO-4:** Demonstrate the ability to prepare a selection strategy for a specific job.**CLO-5:** Analyse the relevance of Industrial relations**Mapping of course learning outcomes (CLOs) with Program Learning Outcomes (PLOs) and Program Specific Outcomes**

	PLO 1	PL O2	PL O3	PL O4	PL O5	PL O6	PL O7	PL O8	PL O9	PL O10	PL O11	PL O12	PS O1	PS O2	PS O3	PS O4
CLO1	2		2		2			2	1	1		1	2	2	1	
CLO2		2	2	2	2	2	2	3	2	2	2	3	1	1	1	
CLO3			2		1			2	2	3	2	2	2	1	2	1
CLO4		1		2	1			2	2	2			2	1	1	1
CLO5		2			2			1	1	1		2	1			

**Module I (20 Hours)**

Introduction to Human Resource Management- Importance - scope and objectives of HRM- Evolution of the concept of HRM - Approaches to HRM - Personnel management Vs Human Resource Management – HRM and competitive advantage - Traditional Vs Strategic human Resource management

**Module II (15 Hours)**

Human Resource Planning-Recruitment and selection – Recruitment source of recruitment methods- Job analysis - process of job analysis-job description- job specification-- methods of job analysis –job evaluation.

**Module III (25 Hours)**

Placement-Induction and Internal mobility of human resource-Training of employees - need for training - objectives - approaches – methods - training environment - areas of training-Training evaluation-Performance appraisal - need- importance methods and problems of performance appraisal.

### **Module IV (15 Hours)**

Compensation management and Grievance redressal-Compensation planning- objectives-Wage systems- factors influencing wage system-Grievance redressal procedure- Causes Approaches - punishment-essentials of a good discipline system

### **REFERENCES**

1. Aswathappa, Human Resource Management, Tat McGraw Hill.
2. Madhurimalall, Human Resource Management, Himalaya Publishing House.
3. Reddy & Appanniah, Human Resource Management. Himalaya Publishing House
4. C.B.Mamoria, Personnel management, Himalaya Publishing House.
5. Edwin Flippo, Personnel management, McGraw Hill.
6. SubbaRao, Personnel and Human Resources management, Himalaya Publishing House.

### **Teaching- Learning Strategies:**

Effective classroom teaching, Assignments, seminar presentation to enhance qualitative understanding of the topic, Encourage group learning by role plays, group discussions, increasing questioning ability of students by asking to frame questions and answers, Discussion of the topic through case study analysis

### **Assessment methods:**

Progress towards achievement of learning outcomes will be assessed using: Conducting regular test papers, problem based assignments, seminar presentations Using Power point presentations, conducting viva voce.



**BBA-GE2 LEGAL ASPECTS OF BUSINESS****Credits: 6****Total Hours: 75****COURSE LEARNING OUTCOMES (CLO'S)**

After completing this Course, the students should be able to:

**CLO-1:** Relate the implications of laws to business.**CLO-2:** Apply the relevant provisions of law to business.**CLO-3:** Discuss the laws and entities in Indian business environment.**CLO-4:** Summarize the important documents needed for registering Indian companies**CLO-5:** Develop knowledge on various acts.**Mapping of course learning outcomes (CLOs) with Program Learning Outcomes (PLOs) and Program Specific Outcomes**

	PLO 1	PLO 2	PLO 3	PLO 4	PLO 5	PLO 6	PLO 7	PLO 8	PLO 9	PLO 10	PLO 11	PLO 12	PSO 1	PSO 2	PSO 3	PSO 4
CLO1	1	2	2	2	1	1	1		2		2		2	2		
CLO2	2	2	2		2		2	1	2		2	1	1	2	2	
CLO3	1	2	2		2		2	2	2		2		2	1	2	2
CLO4	1		3	2	1		2	1			2		2	1	1	
CLO5		2	2			1		1	2		2	1				

**Module I (25 Hours)**

Indian Contract Act 1872- contract- essential elements of a valid contract- Types of Contract- offer and acceptance- consideration-capacity to contract-minors contract-persons of unsound mind-persons disqualified by law

**Module II (15 Hours)**

Free consent- legality of consideration and object-wagering agreement- contingent contract- performance of contract- discharge of contract-modes of discharge-remedies for breach of contract

**Module III (20 Hours)**

The sale of goods Act 1930- goods-sale and agreement to sell- condition and warranties- doctrine of caveat emptor-rights of buyer and seller- rights of unpaid seller

**Module IV (15 Hours)**

Indian companies Act 1956- company- definition- types- formation- memorandum of association-clauses- alteration- Articles of association- prospectus- share- share capital and share holder- Company meetings- kinds of meetings- notice- quorum- agenda- minutes- proxy- resolution-winding up- types(“ a bird’s eye view only”)

## REFERENCES

1. K. Aswathappa- Business Laws- Himalaya Publishing House
2. K.R. Bulchandni: Business Laws- Himalaya Publishing House
3. N.D. Kapoor- Business Laws- Sultan chand publications.
4. S.S. Gulshan- Business Law 3<sup>rd</sup> Edition- New Age International
5. S.C. Sharama& Monica: Business Law I.K. International
6. Tulsian, BusinessLaw,Tata McGraw-Hill Education

### **Teaching- Learning Strategies:**

Effective classroom teaching, Assignments, seminar presentation to enhance qualitative understanding of the topic, Encourage group learning by role plays, group discussions, increasing questioning ability of students by asking to frame questions and answers, Discussion of the topic through case study analysis

### **Assessment methods:**

Progress towards achievement of learning outcomes will be assessed using: Conducting regular test papers, problem based assignments, seminar presentations Using Power point presentations, conducting viva voce.

**BBA-GE3 MANAGEMENT SCIENCE: CONCEPTS AND APPLICATION****Credits: 6****Total Hours: 75****COURSE LEARNING OUTCOMES (CLO'S)**

After completing this Course, the students should be able to:

**CLO-1:** Utilize operations research techniques to support business decisions.**CLO-2:** Apply simulation models to relevant application areas.**CLO-3:** Apply the decision theories for real life business decisions.**CLO-4:** Design and Construct network models in projects.**CLO-5:** Analyse linear programming techniques in Business.**Mapping of course learning outcomes (CLOs) with Program Learning Outcomes (PLOs) and Program Specific Outcomes**

	PLO 1	PL O2	PL O3	PL O4	PL O5	PL O6	PL O7	PL O8	PL O9	PL O10	PL O11	PL O12	PS O1	PS O2	PS O3	PS O4
CLO1	1	2	2	2		1		2	2	2	2	1		1		
CLO2	1	2	2	2	3	1		2	2		2	1		2	2	
CLO3	1	2	2	2	2	1	2	2	2	2	2	2		2	2	2
CLO4	1	2	1	1	2	2	2				1			2	3	
CLO5	1	2	1	2					1							1

**Module I (5 Hours)**

Operations Research: Concept -- Meaning and Definition – Development of OR – Characteristics of OR – Scope & Objectives of OR – Phases of OR –Techniques of OR – Or and Modern Business Management.

**Module II (25 Hours)**

Linear programming problem – Meaning & Objective of LP –Applications of LP – Formulation of Mathematical Model to a LPP – Objective function – Constraints – Solution to LPP (Graphical solution only) – Advantages & Disadvantages of LP- Transportation Model: Structure of Transportation problem – solution for Transportation problem – North West Corner Method (NWCN) – Least Cost Method (LCM) – Vogel's Approximation method (VOM)(Simple problems only)- Assignment Problems

**Module III (25 Hours)**

Network Analysis – Meaning and Objectives – Network Techniques –Managerial applications of Network Techniques – PERT & CPM – Network diagram– activity – Event – Dummy Activity – Construction of Network diagram –Numbering of events – Activity & Event times – Float & Slack – Steps in the application of CPM – Critical activity – Finding of critical path & Estimated Duration– Time estimates in PERT – Steps involved in PERT calculations – Difference between PERT & CPM (only simple problems are expected – Crashing of activity timing not expected)

### **Module IV (20 Hours)**

Decision Theory-Decision making situations – Decision making under certainty – Decision making under uncertainty: Payoff- Regret (Opportunity loss)- Maximax criterion – Minimax criterion- Maximin criterion- Laplace criterion & Hurwicz alpha criterion – Decision making under risk : Expected Monetary Value(EMV) - Expected Opportunity Loss (EOL) - Expected Value of perfect information(EVPI) – Decision making under competition – Game Theory (Theory only)- Decision Tree--Inventory management-definition-types of Inventory-Inventory management techniques-EOQ-Reorder Level-safety stock.

### **REFERENCES**

1. V.K Kapoor- Operation research Techniques for management- Sulthan Chand & Sons
2. Hamdy A Taha- Operations Research an Introduction- Prentice hall.
3. J.K. Sharma, Operations Research Theory and Application
4. J.K. Sharma, Operations Research Problems and solutions, Macmillan
5. R.Paneersevam, Operations Research, Prentice hall of India

### **Teaching- Learning Strategies:**

Effective classroom teaching, Assignments, seminar presentation to enhance qualitative understanding of the topic, Encourage group learning by role plays, group discussions, increasing questioning ability of students by asking to frame questions and answers, Discussion of the topic through case study analysis

### **Assessment methods:**

Progress towards achievement of learning outcomes will be assessed using: Conducting regular test papers, problem based assignments, seminar presentations Using Power point presentations, conducting viva voce.

**BBA-GE 4 MANAGERIAL ECONOMICS****Credits: 6****Total Hours: 75****COURSE LEARNING OUTCOMES (CLO'S)**

After completing this Course, the students should be able to:

**CLO-1:** Explain basic managerial economic concepts**CLO-2:** Summarise economics and related disciplines and relationships**CLO-3:** Apply economic analysis in the formulation of business policies**CLO-4:** Use economic reasoning to problems of business.**CLO-5:** Analyse the factors of production for taking decisions.**Mapping of course learning outcomes (CLOs) with Program Learning Outcomes (PLOs) and Program Specific Outcomes**

	PLO 1	PL O2	PL O3	PL O4	PL O5	PL O6	PL O7	PL O8	PL O9	PL O10	PL O11	PL O12	PSO 1	PSO 2	PSO 3	PSO 4
CLO1	1	1			1	1	1	1	1		1	1	2	1		
CLO2	2	1	2		1		1	1	1		1	1	1	1		1
CLO3		2		2	2		1	2	2	2	2	2	2	2	2	2
CLO4	2	2	2	2	2		1	2	2	1	2	2	1	2	2	2
CLO5	2	1	2		1	2	1	1	1			1		1		1

**Module I (10 Hours)**

Introduction-Definition of managerial economics-objective-characteristics-uses-decision making and forward planning-basic economic tools in managerial economics

**Module II (20 Hours)**

The concept of demand and elasticity of demand curve-Demand curve: Individual demand curve-market demand curve- movement along Vs shifts in demand curve- Elasticity of demand: Price-Income and cross

**Module III (30 Hours)**

Demand forecasting-Meaning-definition-objectives-process-methods of demand forecasting-forecasting for established products-forecasting for new products- Production-Factors of production-production function-laws of variable proportions-isoquants-properties-marginal rate of technical resources-optimal combination-economies and diseconomies of scale

**Module IV (15 Hours)**

Price and output determination under different market structure: Price and output determination under perfect competition- monopoly and monopolistic competition-pricing under oligopoly-kinked demand curve

## REFERENCES

1. Peterson, Lewis, *Managerial Economics*, Prentice Hall of India, New Delhi
2. Salvatore, *Managerial Economics in Global Economy*, Thomson Learning, Bombay
3. E. F Brigham & J.L Pappas, *Managerial Economics*, Dried & Press
4. Diwedi, D.N, *Managerial Economics*, Vikas Publishing House, New Delhi
5. Mehta, P, *Managerial Economics*, Sultan Chand, New Delhi
6. R.L Varshnay, *Managerial Economics*, Sultan Chand Publications
7. T.R Jain, *Economics for Managers*, V.K Publications

### **Teaching- Learning Strategies:**

Effective classroom teaching, Assignments, seminar presentation to enhance qualitative understanding of the topic, Encourage group learning by role plays, group discussions, increasing questioning ability of students by asking to frame questions and answers, Discussion of the topic through case study analysis

### **Assessment methods:**

Progress towards achievement of learning outcomes will be assessed using: Conducting regular test papers, problem based assignments, seminar presentations Using Power point presentations, conducting viva voce.

**BBA-DSE1 ENTREPRENEURSHIP DEVELOPMENT****Credits: 6****Total Hours: 75****COURSE LEARNING OUTCOMES (CLO'S)**

After completing this Course, the students should be able to:

**CLO-1:** Describe the importance of entrepreneurship for our economy**CLO-2:** Assess the techniques in project appraisal**CLO-3:** Outline the various schemes of government to promote entrepreneurs.**CLO-4:** Apply project management techniques in business.**CLO-5:** Explain the issues and problems faced by entrepreneurs**Mapping of course learning outcomes (CLOs) with Program Learning Outcomes (PLOs) and Program Specific Outcomes**

	PLO 1	PL O2	PL O3	PL O4	PL O5	PL O6	PL O7	PL O8	PL O9	PL O10	PL O11	PL O12	PSO 1	PSO 2	PSO 3	PSO 4
CLO1	1	2	3	2	1	2	2	2	1	2	2	2	2	1	3	
CLO2		2	3			2	2	2	1	2	2	1	2	2	2	
CLO3	2		2			2							1	2	2	2
CLO4			2			2		2	2	2		2	2		2	
CLO5		1	2			2						1	1	2	3	

**Module I (25 Hours)**

Concept of Entrepreneurship- importance- definition of entrepreneur- characteristics- functions- Distinction between an entrepreneur and a manager- concept of Women entrepreneurship- problems of women entrepreneurs- factors affecting entrepreneurial growth- Rural entrepreneurship- role of entrepreneurs in economic growth- Small scale business- characteristics- objectives- problems- Institutional finance to entrepreneurs- MSME- Features and Problems.

**Module II (15 Hours)**

Project Management- Projects - features- classification- legal requirements for establishing a new project- project identification- sources- screening- project formulation- preparation of report.

**Module III (15 Hours)**

Technical analysis- elements- Financial analysis- components- various financing schemes of financial institutions- projected Profit & Loss account- balance sheet and cash flow statement.

**Module IV (20 Hours)**

Project Appraisal- techniques- SCBA- L&M- UNIDO approach- Project report preparation contents- Project management techniques- PERT- CPM- scheduling- resource allocation- resource smoothing- time and cost overrun- Project review- phases of project review- abandonment analysis

## **REFERENCES**

- 1.VasantDesai, Dynamics of Entrepreneurship Development,
- 2.David H. Holt, Entrepreneurship: New Venture Creation:
3. Satish Taneja- S.L.Gupta Entrepreneurship Development New Venture Creation:
- 4.K. Nagarajan, Project Management,
- 5.Marc J. Dollinger, Entrepreneurship: Strategies and Resources,

### **Teaching- Learning Strategies:**

Effective classroom teaching, Assignments, seminar presentation to enhance qualitative understanding of the topic, Encourage group learning by role plays, group discussions, increasing questioning ability of students by asking to frame questions and answers, Discussion of the topic through case study analysis

### **Assessment methods:**

Progress towards achievement of learning outcomes will be assessed using: Conducting regular test papers, problem based assignments, seminar presentations Using Power point presentations, conducting viva voce.



**BBA-DSE2 ORGANISATIONAL BEHAVIOUR****Credits: 6****Total Hours: 75****COURSE LEARNING OUTCOMES (CLO'S)**

After completing this Course, the students should be able to:

**CLO-1:** Explain concepts, theories and techniques in the field of human behavior at individual, group and organization level.**CLO-2:** Assess personality determinants within personal and organizational context.**CLO-3:** Describe concepts of motivation and its context in organizational setting.**CLO-4:** Identify the role and relevance of group dynamics in organizational management.**CLO-5:** Analyse the need of change in organizations.**Mapping of course learning outcomes (CLOs) with Program Learning Outcomes (PLOs) and Program Specific Outcomes**

	PLO 1	PL O2	PL O3	PL O4	PL O5	PL O6	PL O7	PL O8	PL O9	PL O10	PL O11	PL O12	PSO 1	PSO 2	PSO 3	PSO 4
CLO1	2	1	2	2	2	2	1	1		2	2	2	1	2	2	2
CLO2	2	1	2	2	2	2	1		2	2	2	2				
CLO3	2	1	2	2	2	2	1	1	2	3	2	2	2		2	2
CLO4	2	2	2	1	2	2			2	3		2				
CLO5	2	1	1	2	1	2				1	2	3	2	1	1	2

**Module 1 (30 Hours)**

Organizational behavior-concepts- meaning- nature- scope features of OB- OB and other Courses-Individual behavior-basic psychological process-personality- determinants of personality-personality traits-perception- factors affecting perception-learning- theories of learning-social learning-Motivation-theories of motivation (Maslow's, Hertzberg- Mc Greger- X and Y theory) financial and non financial motivation.

**Module II (20 Hours)**

Group-concept of group dynamics-features of group-types of group behavior-formal and informal group behavior-stages of group development- group moral-group norms-group cohesiveness

**Module III (10 Hours)**

Leaderships- types-theories of leadership (Trait theory- Michigan studies and Fiedler's contingency model) modern approach to leadership theories-leadership styles

**Module IV (15 Hours)**

Stress management-meaning- types of stress-consequences of work stress-causes of stress-Conflict- types of conflicts- conflict resolution-Organisational development-meaning- need-benefits and limitations of OD-steps in OD-Organizational changes.

## **REFERENCES**

1. K. Aswathappa- Organizational Behaviour- Himalaya Publishing House
2. Appanniah&- Management and Behavioural Process- Himalaya Publishing House
3. Rekha & Vibha – Organizational Behavioural- VBH.
4. Stefen.P. Robbins, Timothy A Judge, Organizational, Pearson India education services.
5. John W. Newstrom& Kieth Davis, Organizational Behaviour, McGraw Hill.
6. P.G. Aquinas, Organizational Behavior- Excel Books.
7. Fred Luthans, Organizational Behaviour. McGraw Hill.

### **Teaching- Learning Strategies:**

Effective classroom teaching, Assignments, seminar presentation to enhance qualitative understanding of the topic, Encourage group learning by role plays, group discussions, increasing questioning ability of students by asking to frame questions and answers, Discussion of the topic through case study analysis

### **Assessment methods:**

Progress towards achievement of learning outcomes will be assessed using: Conducting regular test papers, problem based assignments, seminar presentations Using Power point presentations, conducting viva voce.

**BBA-DSE3 MARKETING OF SERVICES****Credits: 6****Total Hours: 75****COURSE LEARNING OUTCOMES (CLO'S)**

After completing this Course, the students should be able to:

**CLO-1:** Appreciate the challenges facing the services marketing in traditional commercial marketing, e-marketing and non - commercial environments.

**CLO-2:** Identify the differences between marketing physical products and intangible services, including dealing with the extended services marketing mix, and the four unique traits of services marketing.

**CLO-3:** Recognize the challenges faced in services delivery as outlined in the services gap model.

**CLO-4:** Forecast the new innovations in the services industry and become the recipients of better services quality ensured by best corporate.

**CLO-5:** Assess the relevance of ethical practices in service industries.

**Mapping of course learning outcomes (CLOs) with Program Learning Outcomes (PLOs) and Program Specific Outcomes**

	PLO 1	PL O2	PL O3	PL O4	PL O5	PL O6	PL O7	PL O8	PL O9	PL O10	PL O11	PL O12	PSO 1	PSO 2	PSO 3	PSO 4
CLO1	2	2	2	1			2	2			2	2	2		2	
CLO2	2	2	2	2		2	2				2	1	2	2	2	2
CLO3	2	2	3	2	2	2			2			2	2	2	1	3
CLO4	2	2	2	2	2	2	2	2	2		2	2	1	2	2	2
CLO5	2	3	1	2	1	2				2	3	2	2		2	

**Module I (15 Hours)**

Service: Definition of service – services marketing - Nature and characteristics of services - Differentiation of goods and service marketing – some typical differences between manufacturing industry and service industry

**Module II (25 Hours)**

Managing service marketing – the seven- future of service marketing – marketing strategies for service firms- Managing service quality – growth of consumerism in the service sector – managing productivity – managing product support services

**Module III (20 Hours)**

The various service industries – Banks – health care – insurance – Transport – Restaurant – Travel and Tourism – The application of marketing principles in these sectors.

**Module IV (15 Hours)**

The future in service marketing – Ethics in service marketing – the changing service environment – prospects for growth.

**REFERENCES:**

1. S.M. Jha: Services Marketing, Himalaya Publishing House
2. Dr. Shajahan. S; Service Marketing (Concept, Practices & Cases); Himalaya Publishing House;Mumbai; First Edition 2001
- .3. Shanker, Ravi,*Services Marketing – the Indian Perspective*; Excel Books, New Delhi; First Edition;2002
- 4.Philip Kotler, Kevin Lane Kellar. Marketing Management, Pearson education,

**Teaching- Learning Strategies:**

Effective classroom teaching, Assignments, seminar presentation to enhance qualitative understanding of the topic, Encourage group learning by role plays, group discussions, increasing questioning ability of students by asking to frame questions and answers, Discussion of the topic through case study analysis

**Assessment methods:**

Progress towards achievement of learning outcomes will be assessed using: Conducting regular test papers, problem based assignments, seminar presentations Using Power point presentations, conducting viva voce.

**BBA-DSE4 CONSUMER BEHAVIOUR****Credits: 6****Total Hours: 75****COURSE LEARNING OUTCOMES (CLO'S)**

After completing this Course, the students should be able to:

**CLO-1:** Illustrate the relevance of consumer behavior concepts to marketing decisions.**CLO-2:** Use appropriate techniques to apply in market based on decision making process.**CLO-3:** Acquire social and ethical implications of marketing actions on consumer behaviour**CLO-4:** Formulate marketing strategies that influence consumer behaviour.**CLO-5:** Develop marketing strategies based on psychographics and life style.**Mapping of course learning outcomes (CLOs) with Program Learning Outcomes (PLOs) and Program Specific Outcomes**

	PLO 1	PL O2	PL O3	PL O4	PL O5	PL O6	PL O7	PL O8	PL O9	PL O10	PL O11	PL O12	PSO 1	PSO 2	PSO 3	PSO 4
CLO1	2	1	2	1	1		1		1	1	2	2	2	1	1	2
CLO2	2	2	2	1	1	1	1	2	2	2	2	2	2	1	1	1
CLO3	1	3	2	3	2	2	3	2	3	2	2		2	2	2	1
CLO4	2	2	2	2	2	2	2	2	2	1	2	2	1	2	2	1
CLO5	2	2	2	2	2	2	2	2	2	1	2	2	2	2	1	2

**Module I (20 Hours)**

Consumer behaviour – concepts- nature- scope and applications of consumer behaviour- Consumer behaviour and marketing strategy-profiling consumers and their needs-Market segmentation and consumer research-psychographics and lifestyle- Consumer behaviour audit- Consumer involvement and decision-making-Consumer decision-making process-Information search process- Evaluative criteria and decision rules.

**Module II (25 Hours)**

Individual influences on buying behaviour: Consumer as an individual- Theories of personality-personality and market segmentation- consumer perception- consumer needs and motivation- Personal influences and attitude formation-Learning and consumer involvement- Communication and consumer behaviour-Reference group influence in buying decisions- opinion leadership. Family life cycle and decision-making- Social class concept and measurement

**Module III (15 Hours)**

The buying process: problem recognition and information search behaviour- information processing- alternative evaluation- Purchase process and post purchase behaviour

**Module IV (15 Hours)**

Culture and Consumer behaviour: Core culture and sub cultures. Role of culture in consumer buying behaviour-Profile of Indian consumers- Behavioural patterns of Indian consumers- Problems faced by Indian consumers- Consumer protection in India.

## **REFERENCES**

1. Hawkins- Best and Coney, Consumer Behaviour- Tata McGraw Hill- New Delhi 2004.
2. Schiffman- L.G. and Kanuk- L.L, Consumer Behaviour- Prentice Hall of India- New Delhi 1994.
3. Laudon- David L and Bitta Albert J Della, Consumer Behaviour- Tata McGraw Hill- New Delhi 2005.
4. Mowen John C, Consumer Behaviour- Macmillan- New York 1993.
5. Assael- H, Consumer Behaviour and Marketing Action- South Western- Ohio 1995.

### **Teaching- Learning Strategies:**

Effective classroom teaching, Assignments, seminar presentation to enhance qualitative understanding of the topic, Encourage group learning by role plays, group discussions, increasing questioning ability of students by asking to frame questions and answers, Discussion of the topic through case study analysis

### **Assessment methods:**

Progress towards achievement of learning outcomes will be assessed using: Conducting regular test papers, problem based assignments, seminar presentations Using Power point presentations, conducting viva voce.

## BBA-DSE5PRODUCT POLICY AND BRAND MANAGEMENT

**Credits: 6**

**Total Hours: 75**

### COURSE LEARNING OUTCOMES (CLO'S)

After completing this Course, the students should be able to:

**CLO-1:** Apply knowledge of product offerings decisions and setting product strategy to diagnose and solve organizational problems.

**CLO-2:** Explain the basics of brand leveraging and brand performance.

**CLO-3:** Develop a critical understanding of the processes involved in building & managing brands and brand equity.

**CLO-4:** Identifying and making effective use of branding strategies.

**CLO-5:** Develop abilities and skills required for the managing brands over geographic boundaries and market segments.

### Mapping of course learning outcomes (CLOs) with Program Learning Outcomes (PLOs) and Program Specific Outcomes

	PLO 1	PL O2	PL O3	PL O4	PL O5	PL O6	PL O7	PL O8	PL O9	PL O10	PL O11	PL O12	PSO 1	PSO 2	PSO 3	PSO 4
CLO1		2	1		2	1		2		1	2		2			
CLO2	2	2	1		1	1	2	1	2	1	1		2	2	2	1
CLO3	1	2	2	3	2	2	1	2		2	2	2	2	2	2	2
CLO4	2	2	2		2	2	2	2		2	2	2	1	1	2	
CLO5	2	2	2	2		2	2		2	2		2	2	2		

#### Module I (25 Hour)

Product management- Meaning of Product – Product Personality- Types of Products – Product Line- Product Mix- Product development- Factors influencing design of the product – Changes affecting Product Management – Developing Product Strategy- Setting objectives & alternatives- Product strategy over the lifecycle- New product development –Product Differentiation and positioning strategies- Failure of New Product.

#### Module II (15 Hour)

Market potential & sales forecasting- Forecasting target market potential and sales – Methods of estimating market and sales potential- Sales forecasting- planning for involvement in international market

#### Module III (10 Hour)

Brand management-Meaning of Brand – Brand Development: Extension- Rejuvenation- Re launch- Product Vs Brands- Goods and services- Retailer and distributors- People and organization- Brand challenges and opportunities- The brand equity concept- Identity and image.

#### Module IV (25 Hour)

Brand leveraging and brand performance- Establishing a brand equity management system-measuring sources of brand equity and consumer mindset- Co-branding- celebrity endorsement-

Brand Positioning & Brand Building – Brand knowledge- Brand portfolios and market segmentation – Steps of brand building- Identifying and establishing brand positioning- Defining and establishing brand values- Designing & sustaining branding strategies- Brand hierarchy- Branding strategy- Brand extension and brand transfer – Managing brand over time.

### **REFERENCES**

1. Gupta, S. L. (2009). Brand Management Text and Cases. India: Himalaya Publishing House.
2. Chitale, A. K., Gupta, R. (2013) Product Policy and Brand Management. India: PHI Learning..
3. Pati- Debashish. (2002). BRANDing: Concepts and Process. India: Macmillan India.
4. Bhattacharjee, M. (2009). Brand Building. India: Himalayan Books.
5. Verma, H. V. (2006). Brand Management: Text and Cases. India: Excel Books.

### **Teaching- Learning Strategies:**

Effective classroom teaching, Assignments, seminar presentation to enhance qualitative understanding of the topic, Encourage group learning by role plays, group discussions, increasing questioning ability of students by asking to frame questions and answers, Discussion of the topic through case study analysis

### **Assessment methods:**

Progress towards achievement of learning outcomes will be assessed using: Conducting regular test papers, problem based assignments, seminar presentations Using Power point presentations, conducting viva voce.



**BBA-DSE6 CUSTOMER RELATIONSHIP MANAGEMENT****Credits: 6****Total Hours: 75****COURSE LEARNING OUTCOMES (CLO'S)**

After completing this Course, the students should be able to:

**CLO-1:** Understand the concept of CRM in digital era with changes in the recent world.**CLO-2:** Identify the dimensions to evaluate customers' satisfaction.**CLO-3:** Apply various strategies to improve the customer loyalty and maintaining the long-term customer relationships.**CLO-4:** Analyse the recent initiatives taken by MNCs to improve customers' satisfaction coping up to their expectations.**CLO-5:** Implementing strategies to retain the customers.**Mapping of course learning outcomes (CLOs) with Program Learning Outcomes (PLOs) and Program Specific Outcomes**

	PLO 1	PL O2	PL O3	PL O4	PL O5	PL O6	PL O7	PL O8	PL O9	PL O10	PL O11	PL O12	PS O1	PS O2	PS O3	PS O4
CLO1	3	2	2	2		2	1	1	2		2	2	2	2	2	1
CLO2	2	2	1	2		2	1	1	1	2		2	1	2	2	2
CLO3	2		1	2		3	2	2	1	2		2	1	2	3	2
CLO4	2	2	2	2		2	1	2	2	2	2	2	2	1		
CLO5	2	1	2	2	2	2		1	2	2		2	1	2	1	

**Module I (25 Hour)**

Customer relationship management fundamentals- theoretical perspectives of relationship- evolution of relationship marketing- stages of relationship- issues of relationship- purpose of relationship marketing- approach towards marketing: a paradigm shift- historical perspectives- customer relationship Management definitions- emergence of customer relationship Management practice:- customer relationship Management cycle- stakeholders in customer relationship management- significance of customer relationship Management- types of customer relationship Management- success factors in customer relationship Management- customer relationship Management comprehension- customer relationship Management implementation

**ModuleII (20 Hour)**

Customer satisfaction: meaning- definition- significance of customer satisfaction- components of customer satisfaction- customer satisfaction models- rationale of customer satisfaction- measuring customer satisfaction- customer satisfaction and marketing program evaluation- customer satisfaction practices- cases of customer satisfaction- Service quality: concept of quality- meaning and definition of service quality- factors influencing customer expectation and perception- types of service quality- service quality dimensions- service quality gaps- measuring service quality- service quality measurement scales

### **ModuleIII (20 Hour)**

Customer relationship management: technology dimensions - e- customer relationship Management in business- customer relationship Management: a changing perspective- features of e-customer relationship Management- advantages of e-customer relationship Management- technologies of e-customer relationship Management- voice portals- web phones- bots- virtual customer representative- customer relationship portals- functional components of customer relationship Management- database management: database construction- data warehousing- architecture- data mining. Characteristics- data mining tools and techniques- meaning- significance- advantages- call center- multimedia contact center- important customer relationship Management software's

### **ModuleIV (10 Hour)**

Customer relationship management: emerging perspectives: employee-organisation relationship- employee- customer linkage- factors effecting employee's customer oriented behavior- essentials of building employee relationship- employee customer orientation- service failure- service recovery management- service recovery paradox- customer life time value- customer profitability- customer recall management- customer experience management- rural customer relationship Management- - customer relationship management practices in retail industry- hospitality industry- banking industry- telecom industry- aviation industry

### **REFERENCES**

1. Alok Kumar Rai: Customer Relationship Management: Concepts and Cases (Second Edition)- PHI Learning
2. G.saineeh,Jagadish S Sheth,Global Relationship Management,Macmillan publisher india ltd, 2010.
3. V.Kumar, Verner Reinartz, Customer Relationship Management,Springer,Germany
4. Dill Dyche,Customer relationship management handbook, prentice hall
5. Ed Peelan,Customer relationship management, Pearson education,

### **Teaching- Learning Strategies:**

Effective classroom teaching, Assignments, seminar presentation to enhance qualitative understanding of the topic, Encourage group learning by role plays, group discussions, increasing questioning ability of students by asking to frame questions and answers, Discussion of the topic through case study analysis

### **Assessment methods:**

Progress towards achievement of learning outcomes will be assessed using: Conducting regular test papers, problem based assignments, seminar presentations Using Power point presentations, conducting viva voce.

**BBA-DSE7 BUSINESS STATISTICS****Credits: 6****Total Hours: 75****COURSE LEARNING OUTCOMES (CLO'S)**

After completing this Course, the students should be able to:

**CLO-1** Analyze business data statistically using various tools.**CLO-2** Use the concept of index numbers in solving the economic and business problems.**CLO-3:** Apply Statistical tools and techniques in business context.**CLO-4:** Understand the concept of skewness in business decisions.**CLO-5:** Evaluate the concept of correlation to decision making.**Mapping of course learning outcomes (CLOs) with Program Learning Outcomes (PLOs) and Program Specific Outcomes**

	PLO 1	PL O2	PL O3	PL O4	PL O5	PL O6	PL O7	PL O8	PL O9	PL O10	PL O11	PL O12	PSO 1	PSO 2	PSO 3	PSO 4
CLO1	2	2	1	2	1		1	1		2	2	1		3		
CLO2	2	2	2	2	2	2	2	2		2	2	2	1	2	1	2
CLO3		1	1		2	2	1	1		1	2	2	2	2	2	2
CLO4	2	2	1	2	1	1	1	1		2	2	1	2	2	2	1
CLO5	1	2	2	2		1	2	2		1	1		1	2	1	

**ModuleI (08 Hrs)**

Introduction to statistics - Background and Basic concepts: Introduction – Definition of Statistics – Functions – Scope – Limitations-Classification and Tabulation of Data.

**ModuleII (15 Hrs)**

Measures of central tendency: Introduction – Types of averages – Arithmetic Mean (Simple and Weighted) – Median – Mode- Graphic location of Median and Mode through Ogive Curves and Histogram.

**ModuleIII (20 Hrs)**

Measures of Dispersion : Meaning– Calculation of Absolute and Relative measures of dispersion - Range – Quartile Deviation – Mean Deviation – Standard Deviation and Coefficient of Variation-Measures of Skewness:Meaning of Skewness - Symmetrical &amp;Skewed Distributions-Measures of Skewness - Absolute and Relative Measures of Skewness – Karl Pearson’s Coefficient of Skewness and Bowley’s Coefficient of Skewness

**ModuleIV (20 Hrs)**

Correlation – Meaning &amp; Definition - Uses – Types – Probable error – Karl Pearson’s coefficient of correlation- Spearman’s Rank Correlation- Regression – Meaning and Definition, Regression Equations - Problems

**ModuleV (12 Hrs)**

Meaning & Definition – Uses – Classification – Construction of Index Numbers – Methods of constructing Index Numbers – Simple Aggregate Method – Simple Average of Price Relative Method – Weighted Index numbers – Fisher’s Ideal Index (including Time and Factor Reversal tests) – Consumer Price Index – Problems

**REFERENCES**

1. S P Gupta: Statistical Methods- Sultan Chand, Delhi
2. C.R.Reddy : Quantitative Techniques for Management Decisions, HPH.
3. Dr. B N Gupta: Statistics (SahityaBhavan), Agra.
4. R.S Bhardwaj: Business Statistics, Excel Books.

**Teaching- Learning Strategies:**

Effective classroom teaching, Assignments, seminar presentation to enhance qualitative understanding of the topic, Encourage group learning by role plays, group discussions, increasing questioning ability of students by asking to frame questions and answers, Discussion of the topic through case study analysis

**Assessment methods:**

Progress towards achievement of learning outcomes will be assessed using:Conducting regular test papers, problem based assignments, seminar presentations Using Power point presentations, conducting viva voce .

**BBA-DSE 8 BUSINESS ENVIRONMENT****Credits: 6****Total Hours: 75****COURSE LEARNING OUTCOMES (CLO'S)**

After completing this Course, the students should be able to:

**CLO-1:** Acquire in-depth knowledge about different environment in business climate.**CLO-2:** Understand the minor and major factors affecting the business in various streams**CLO-3:** Familiarize the role of socio-cultural factors on development of economy and business.**CLO-4:** **Develop good business policies.****CLO-5:** To get acquainted with the present economic environment in India.**Mapping of course learning outcomes(CLOs)with Program Learning Outcomes(PLOs) and Program Specific Outcomes**

	PLO 1	PL O2	PL O3	PL O4	PL O5	PL O6	PL O7	PL O8	PL O9	PL O10	PL O11	PL O12	PSO 1	PSO 2	PSO 3	PSO 4
CLO1	2	2	3	2		2	2	2	1		2	2	2	2		
CLO2	2	2	2	2	2	2	2	2	1	2	2	2	2		2	2
CLO3	2	1	2	1	2	1	2	2	2	1	2	2	2		2	2
CLO4			1		1			1	1		2					
CLO5	2	2	2	2		2	3	3			2	2	2	2		

**Module I (25 Hours)**

Business Environment– concept – components – importance – Indian Business Environment – Need for environmental analysis – Benefits and Limitations.

**Module II (20 Hours)**

Social and cultural environment– Interface between business and culture – social responsibilities of business – Political Environment – Economic roles of government – legal environment – the constitutional environment – rationale and extent of state intervention.

**Module III (18 Hours)**

Economical Environment– nature of economic environment – New Economic Policy 1991 – Privatization – nature –objectives – disinvestment – limitations – Public sector – Objectives – public sector in India.

**Module IV (12 Hours)**

Ecological Environment– Ecology and business – Industrial pollution –Global Environment – Globalization – MNCs - Problems with MNCs – Global entry strategies – measures to promote globalization – challenges of globalization to Indian Industry – problems.

## REFERENCES

1. Aswathappa, K., (2000), *Essentials of Business Environment, 7th edition*, Himalaya Publishing House.
2. Gupta C. B., (2008), *Business Environment, 4th edition*, Sultan Chand.
3. Bedi, Suresh, ((2004)), *Business Environment Excel Book*.
4. Namita Gopal, (2009), *Business Environment 2E*. India: McGraw-Hill Education (India) Pvt. Limited. 3.
5. Bedi, S. (2009). *Business Environment*. India: Excel Books.
6. Worthington, I., Britton, C. (2009), *The Business Environment*. United Kingdom, FT Prentice Hall.
6. Pailwar, V. K. (2014), *Business Environment*. India: PHI Learning.

### **Teaching- Learning Strategies:**

Effective classroom teaching, Assignments, seminar presentation to enhance qualitative understanding of the topic, Encourage group learning by role plays, group discussions, increasing questioning ability of students by asking to frame questions and answers, Discussion of the topic through case study analysis

### **Assessment methods:**

Progress towards achievement of learning outcomes will be assessed using: Conducting regular test papers, problem based assignments, seminar presentations Using Power point presentations, conducting viva voce .

**BBA-DSE9 PRODUCTION AND OPERATIONS MANAGEMENT****Credits: 6****Total Hours: 75****COURSE LEARNING OUTCOMES (CLO'S)**

After completing this Course, the students should be able to:

**CLO-1:** Impart knowledge about the basics of management at factory level and understand the production function.

**CLO-2:** Understand the plant location and layout decisions of production and operations management in business firms.

**CLO-3:** Create efficient maintenance and waste management system in real situations.

**CLO-4:** Understand the meaning and importance of managing quality.

**CLO-5:** Understand the meaning and importance of productivity and ways to improve productivity.

**Mapping of course learning outcomes (CLOs) with Program Learning Outcomes (PLOs) and Program Specific Outcomes**

	PLO 1	PLO 2	PLO 3	PLO 4	PLO 5	PLO 6	PLO 7	PLO 8	PLO 9	PLO 10	PLO 11	PLO 12	PSO 1	PSO 2	PSO 3	PSO 4
CLO1	2	2	2	2	1	2		2	1	2	2		1	2		
CLO2	2	2	2		2	2			2	2	2	2	2	1	2	2
CLO3	2	3	2			2	3		2	2	2	2	1	2	2	1
CLO4	2	2	2	2		2	2	2		2	2		1	1		
CLO5	2	2	2			2		3		2	2		2	2		

**Module I (20 Hours)**

Introduction to production and operations management- Meaning & Definition – Classification - Objectives and Scope of Production and operationManagement -Automation: Introduction – Meaning and Definition – Need – Types - Advantages and Disadvantages.

**Module II (15 Hours)**

Plant location and layout-Introduction – Meaning & Definition - Factors affecting location, theory and practices, cost factor in location - Plant layout principles - space requirement- Different types of facilities, Organization of physical facilities – building, sanitation, lighting, air conditioning and safety.

**Module III (22 Hours)**

Production planning and quality control-Objectives and Concepts, capacity planning, corresponding production planning, controlling, schedulingrouting – Quality Control - Statistical Quality Control, Quality Management, Control charts and operatingcharacteristic curves,

acceptance sampling procedures, Quality Circle, Meaning of ISO and TQM. Productivity – factors influencing productivity - Concept of Standard Time, Method study, Time and Motion Study, Charts and Diagrams, Work Measurements

#### **Module IV (18 Hours)**

Maintenance and waste management -Introduction – Meaning – Objectives - Types of maintenance, Break down, spares planning and control, preventive routine, relative advantages, maintenance scheduling, equipment reliability and modern scientific maintenance methods - Waste Management - Scrap and surplus disposal, salvage and recovery.

#### **REFERENCES**

1. Ashwathappa. K & Sridhar Bhatt : Production & Operations Management, HPH.
2. Gondhalekar&Salunkhe : Productivity Techniques, HPH.
3. SN Chary, Production & Operations Management, McGraw Hill.
4. U. Kachru, Production & Operations Management, Excel Books.
5. Alan Muhlemann, John Oaclank and Keith Lockyn, Production & Operations Management, PHI.
6. K KAhuja, Production Management, CBS Publishers.
7. S.A. Chunawalla& Patel: Production & Operations Management, HPH.
8. Everett E Adam Jr., and Ronald J Ebert, Production & Operations Management, Sage Publishers.
9. Dr. L. N. Agarwal and Dr. K.C. Jain, Production Management
10. Thomas E. Morton, Production Operations Management, South Western College.
11. K. Venkataramana, Production Operations Management, SHBP.
12. Sridhara Bhatt - Production & Operation Management, HPH.
13. Ghousia Khaloon – Production & Operation Management, VBH.

#### **Teaching- Learning Strategies:**

Effective classroom teaching, Assignments, seminar presentation to enhance qualitative understanding of the topic, Encourage group learning by role plays, group discussions, increasing questioning ability of students by asking to frame questions and answers, Discussion of the topic through case study analysis

#### **Assessment methods:**

Progress towards achievement of learning outcomes will be assessed using: Conducting regular test papers, problem based assignments, seminar presentations Using Power point presentations, conducting viva voce .



**BBA-DSE10 STRATEGIC MANAGEMENT****Credits: 6****Total Hours: 75****COURSE LEARNING OUTCOMES (CLO'S)**

After completing this Course, the students should be able to:

**CLO-1:** Describe the practical and integrative model of strategic management process that defines basic activities in strategic management.

**CLO-2:** Demonstrate the knowledge and abilities in formulating strategies and strategic plans.

**CLO-3:** analyze the competitive situation

**CLO-4:** Evaluate challenges faced by managers in implementing and evaluating strategies based on the nature of business, industry, and cultural differences.

**CLO-5:** Analyse and resolve various business environmental issues

**Mapping of course learning outcomes (CLOs) with Program Learning Outcomes (PLOs) and Program Specific Outcomes**

	PLO 1	PL O2	PL O3	PL O4	PL O5	PL O6	PL O7	PL O8	PL O9	PL O10	PL O11	PL O12	PS O1	PS O2	PS O3	PS O4
CLO1	3	1	2	3	1			1	1	2	2	2	1	2		
CLO2	2	1	2	2	1		1	2	2	2	2	2	1	2	2	1
CLO3	2	2	2	3	2	2	2	2	2		3		2	2		2
CLO4	2	2	2	2	2	2	2			2	2	3	2	2		2
CLO5	2	1	2	2		1					2					

**Module I (10 Hours)**

Introduction to strategic management- Meaning and Definition – Need – Process of Strategic Management – Strategic Decision Making – Business Ethics – Strategic Management.

**Module II (15 Hours)**

Environmental appraisal- The concept of Environment – The Company and its Environment – Scanning the Environment, Technological, Social, Cultural, Demographic, Political, Legal and Other Environments Forces. SWOT Analysis – Competitive Advantage – Value Chain Analysis.

**Module III (22 Hours)**

Strategic planning- Strategic Planning Process – Strategic Plans during recession, recovery, boom and depression – Stability Strategy – Expansion Strategy – Merger Strategy – Retrenchment Strategy – Restructure Strategy – Levels of Strategy – Corporate Level Strategy – Business Level Strategy and Functional Level Strategy – Competitive Analysis – Porter's Five Forces Model.

**Module IV (28 Hours)**

Implementation and evaluation of strategy- Aspects of Strategy Implementation – Project Manipulation – Procedural Implementation – Structural Implementation – Structural Considerations – Organizational Design and Change – Organizational Systems. Behavioral Implementation – Leadership Implementation – Corporate Culture – Corporate Policies and Use of Power. Functional and Operational Implementation – Functional Strategies – Functional Plans and Policies. Financial – Marketing – operational and Personnel dimensions of Functional Plan and Policies – Integration of Functional Plans and Policies- Strategy Evaluation and Control - Operational Control - Overview of Management Control – Focus on Key-Result Areas.

## REFERENCES

1. Dr. Aswathappa, Business Environment for Strategic Management, Tata McGraw Hill.
2. Subbarao: Business Policy and Strategic Management, HPH.
3. Charles W.L Hill and Gareth R. Jones, Strategic Management an Integrated Approach, CengageLearning
4. Azhar Kazmi, Business Policy and Strategic Management, Tata McGraw Hill
5. C. AppaRao; Strategic Management and Business Policy, Excel Books.
6. Ghosh P.K., Business Policy and Strategic Planning and Management, Tata McGraw Hill.

### **Teaching- Learning Strategies:**

Effective classroom teaching, Assignments, seminar presentation to enhance qualitative understanding of the topic, Encourage group learning by role plays, group discussions, increasing questioning ability of students by asking to frame questions and answers, Discussion of the topic through case study analysis

### **Assessment methods:**

Progress towards achievement of learning outcomes will be assessed using:Conducting regular test papers, problem based assignments, seminar presentations Using Power point presentations, conducting viva voce .

**BBA-DSE 11 ADVERTISING AND SALES PROMOTION****Credits: 6****Total Hours: 75****COURSE LEARNING OUTCOMES (CLO'S)**

After completing this Course, the students should be able to:

**CLO-1:** Explain theories, concepts, and frameworks in advertising and brand management**CLO-2:** Apply advertising and branding techniques in different situations**CLO-3:** Prepare sales promotion budget**CLO-4:** Formulate own strategies to manage sales force in the organization.**CLO-5:** Develop knowledge about various sales promotion strategies who dream of a career in salesmanship.**Mapping of course learning outcomes(CLOs)with Program Learning Outcomes(PLOs) and Program Specific Outcomes**

	PLO 1	PLO 2	PLO 3	PLO 4	PLO 5	PLO 6	PLO 7	PLO 8	PLO 9	PLO 10	PLO 11	PLO 12	PSO 1	PSO 2	PSO 3	PSO 4
CLO1	2	1	2			2					1	2	2	2	1	
CLO2	2		2	1		1	2	2	2	2	2	2	1	2	1	
CLO3	1		1		1		1	1	1				2	1	2	2
CLO4	2	2	2	2	2	2	2	2	2	2	2	2	1		2	
CLO5	2		3	2	2	3	2	2	2		2	2			2	

**Module I (10 Hours)**

Advertisement- Meaning, nature ,objectives, evolution of advertising-economic and social effect- Advertising purposes and functions- Types and methods of advertising-Advertising process - Major players in Advertising process. Advertising Agency: Concept, evolution and types of Advertising agencies; Functions & structure of modern advertising agency. Advertising Agencies in India.

**Module II (15 Hours)**

Advertisement Copy & Media - Advertisement Copy- Meaning and types – Copy layout. Media planning,Role of media in advertising –Types of advertising media –Impact of social media in advertising.

**Module III (22 Hours)**

Sales Promotion- Meaning, nature and objectives of sales promotion- Major limitations of sales promotion- Consumer sales promotion -Objectives and tools - Benefits of salespromotion to customers-Trade Promotion: Meaning, objectives and importance; Major trade promotion schemes.

**Module IV (28 Hours)**

Sales Promotion Planning and Control: Planning process of advertisement

Establishing objectives of sales promotion and selecting consumers for sales promotion;  
Developing an effective sales promotion strateg, pre-testing, implementing, controlling and evaluating the -sales promotion programme.

**Reference Books:**

1. Philip Kotler ; Principles of Marketing, , Armstrong, Pearson Education
2. Clow, Kenneth Integrated Advertising, Promotion and Marketing Communications, Pearson .
3. Chunnawala, SA, Advertising, Sales and Promotion Management, Himalaya
4. S.L.Gupta, Advertising and Sales Promotion Management – Sultan Chand & Sons
5. V. S. Ramaswamy and S. Namakumari Marketing Management, Indian Context Global Perspective
6. Bhatia Puneet, Fundamentals of Digital Marketing ,Pearson

**Teaching- Learning Strategies:**

Effective classroom teaching, Assignments, seminar presentation to enhance qualitative understanding of the topic, Encourage group learning by role plays, group discussions, increasing questioning ability of students by asking to frame questions and answers, Discussion of the topic through case study analysis

**Assessment methods:**

Progress towards achievement of learning outcomes will be assessed using:Conducting regular test papers, problem based assignments, seminar presentations Using Power point presentations, conducting viva voce .

**BBA-DSE 12DISASTER MANAGEMENT****Credits: 6****Total Hours: 75**

**CLO-1:** Recognize awareness and competence for developing an attitude towards Disaster management

**CLO-2:** Analyses the ecosystem and its importance.

**CLO-3:** Identify the role of Government in disaster management

**CLO-4:** Identify the importance of protecting the environment

**CLO-5:** Recognise about various disasters mitigation organizations

**Mapping of course learning outcomes(CLOs)with Program Learning Outcomes(PLOs) and Program Specific Outcomes**

	PLO 1	PLO 2	PLO 3	PLO 4	PLO 5	PLO 6	PLO 7	PLO 8	PLO 9	PLO 10	PLO 11	PLO 12	PSO 1	PSO 2	PSO 3	PSO 4
CLO1	3	2	2	1		2	1		1	3	3	1				
CLO2	3	2	3	2	2	2	2		2	3	3	2	2	2	2	
CLO3	3	2	2	2		2	2	2	2	2	3	2	2	2	2	2
CLO4	2	2	2	1		2	1	2	1	2	2	1	1	2		2
CLO5	2	2	2	1	2	2	1		1	2	2	1	1	1		

**Module I (15 Hours)**

Environmental Hazards and Disasters- Introduction to Disaster management-Environmental Disaster-Approaches to Environmental Disasters

**Module II (25 Hours)**

Types of Environmental Hazards and Disasters- Volcanic eruption- Earthquake Hazards- landslides-Cyclones- Hailstorms- Floods-Droughts-Cold Waves-Heat Waves-Man induced Hazard and Disasters.

**Module III (25 Hours)**

Approaches in Disaster Management- Pre Disaster stage (Preparedness) - Emergency- Post Disaster stage (Rehabilitation)- Community Based Disaster Management (CBDM)

**Module IV (10 Hour)**

Natural disaster reduction and Management- Prediction and warning of hazard and disasters- Disaster mitigation agencies and Organizations- Contingency Management preparedness

**REFERENCES**

1. Encyclopedia of Disaster Management: Set in 3 volumes. Goel S.L.
2. Disaster: A Psychological Essay: Wolfensterin- M.
3. People in Crisis- understanding and helping: Haff-A.

**Teaching- Learning Strategies:**

Effective classroom teaching, Assignments, seminar presentation to enhance qualitative understanding of the topic, Encourage group learning by role plays, group discussions, increasing questioning ability of students by asking to frame questions and answers, Discussion of the topic through case study analysis

**Assessment methods:**

Progress towards achievement of learning outcomes will be assessed using:Conducting regular test papers, problem based assignments, seminar presentations Using Power point presentations, conducting viva voce .

**BBA-SEC1 MANAGERIAL SKILL DEVELOPMENT COURSE (MSDC)****Credits: 2****Total Hours: 75****COURSE LEARNING OUTCOMES (CLO'S)**

After completing this Course, the students should be able to:

**CLO -1:** Write internal and external business correspondence to convey and obtain information effectively.**CLO- 2:** Select appropriate organizational formats and channels used in developing and presenting business message**CLO- 3:** Operate via electronic mail, Internet, and other technologies**CLO- 4:** Prepare an effective oral business presentation during various professional settings**CLO-5:** Explain the relevance of effective communication in organisations.**Mapping of course learning outcomes (CLOs) with Program Learning Outcomes (PLOs) and Program Specific Outcomes**

	PLO 1	PL O2	PL O3	PL O4	PL O5	PL O6	PL O7	PL O8	PL O9	PL O10	PL O11	PL O12	PSO 1	PSO 2	PSO 3	PSO 4
CLO1	3	2	2	2	3	3	3	2	3	3			2		2	
CLO2	3	2	2	2	2	3	2	2	3		2	2	2	2	2	2
CLO3	3	2	1	2	3	3	3	2	3		2	2	2	2	3	2
CLO4	3	2	1	2	2	2	2	2	3	3	2	2	2	2	2	2
CLO5	3	1	1	1	1	2		1	2	2	1	2		2	1	

**Module I (25 Hours)**

Elements of communication- Meaning- Importance- Objectives& Principles of Communication- Process- barriers of effective communication- Strategies for effective communication- Types and forms of communication- Nonverbal Communication- Body Language- Gestures- Postures- Facial Expressions- Dress codes- The Cross Cultural Dimensions of Business Communication - Listening & Speaking- Techniques of Eliciting- Response- Probing Questions- Observation- Business and social etiquette.

**Module II (20 Hours)**

Public speaking- Importance of Public Speaking and Speech Composition - Principles of Effective Speaking& Presentations- Technical speeches& Non-technical presentations- Speech for introduction of a speaker - Speech for vote of thanks -Occasional speech - Theme speech. Moderating programs - Use of Technology- Interview techniques- Importance of Interviews- Art of conducting and giving interviews- Placement interviews –Course interviews - Appraisal interviews – Exit interviews

**Module III (15 Hours)**

Meetings- Importance of Meetings -Opening and Closing Meetings - Participating and Conducting Group discussions- Brain Storming- e- Meetings- preparing agenda and minutes of the meeting

**Module IV (15 Hours)**

Business communication- Business Letters: Inquiries- Circulars- Quotations- Orders- Acknowledgments Executions- Complaints-Claims &Adjustments- Collection letter- Banking correspondence- Agency correspondence- Bad news and Persuading letters- Sales letters- Job application letters - Bio-data- Covering Letter- Interview Letters-Letter of Reference- Memos- Minutes- Circulars- Notices

**REFERENCES:**

1. Rai & Rai – Soft Skill for Business- Himalaya Publishing House
2. Santhosh Kumar – Soft Skill for Business- VBH.
3. C.G.G Krishnamacharyulu&Lalitha :Soft Skills of Personality Development- Himalaya Publishing House
4. Lesikar- R.V. &Flatley- M.E. (2005)- Basic Business Communication Skills for Empowering the Internet Generation- Tata McGraw Hill Publishing Company Ltd.-New Delhi.
5. Rai&Rai: Business Communication, Himalaya Publishing House

**Teaching- Learning Strategies:**

Effective classroom teaching, Assignments, seminar presentation to enhance qualitative understanding of the topic, Encourage group learning by role plays, group discussions, increasing questioning ability of students by asking to frame questions and answers, Discussion of the topic through case study analysis

**Assessment methods:**

Progress towards achievement of learning outcomes will be assessed using:Conducting regular test papers, problem based assignments, seminar presentations Using Power point presentations, conducting viva voce .



**BBA-SEC2: ORGANISATIONAL STUDY****Credits: 2****Total Hours: 75****COURSE LEARNING OUTCOMES (CLO'S)**

After completing this Course, the students should be able to:

**CLO-1:** Describe about different types of organizational structures and functional areas in an organization.**CLO-2:** Practice the students to know work environment existing in an industrial setup.**CLO-3:** Assess as to how the theoretical aspects learned in the class rooms are applied in real industrial situations.**CLO-4:** Prepare reports about industrial visits.**CLO-5:** Examine about the general workplace behaviour in industrial setup.**Mapping of course learning outcomes(CLOs)with Program Learning Outcomes(PLOs) and Program Specific Outcomes**

	PLO 1	PL O2	PL O3	PL O4	PL O5	PL O6	PL O7	PL O8	PL O9	PL O10	PL O11	PL O12	PSO 1	PSO 2	PSO 3	PSO 4
CLO1	2		2	1		1			1		2		2	2	2	
CLO2	2	2	2	2	2	2	2	2	2	2		2	2	2	3	
CLO3	1	2	2	2	1	2			2	2	2		1	1	2	2
CLO4	2		2		1	2	2	2					2	1	2	
CLO5	2		2		3	3				2	1	3	1		2	

Total Marks: 100 (Internal: 25+ External: 75)

The respective Head of the Department in consultation with other teaching faculty shall prepare a schedule at the beginning of the third semester itself showing the details of the organizations/companies/industrial establishments proposed to be visited, the dates of such visits etc. There has to be at least 3 industrial visits during the semester period. It should be ensured that the students spend at least 35 to 40 hours altogether( spread over the different visits and be physically present in the places of visit for observation, collecting primary and secondary data, consultation with the managers and other persons in the establishments. All students should make considerable effort and give sufficient seriousness in establishments where students undertake visits. Students should note that industrial visits are great learning experience for them. Industrial visits are compulsory and no student shall be given any exemption from the industrial visits. The report is to be prepared by the every student independently on the conclusion of each visit and shall have a minimum of ten pages, hand written, stapled and kept in file folders in the department for external evaluation and future reference. . The report should contain details about the type of organization, nature of business, organization chart, type of business operation, product/service profile, market share, competitors, functional chart, apart from the information he/she has collected from personal observation or through discussion with the managers or employees of the organization during the visit. Each student shall be put under the charge of a faculty in the

Department who shall be responsible to guide the student concerned. Each student shall prepare a short report on the industry tour incorporating his/her observations and present the same before a panel of teachers handling the various subjects in the third semester with the Head of the Department as the chairman. The presentation would be the basis of awarding Internal marks of 25 marks. The reports submitted by the students shall have also external evaluation at the end of the semester comprising of 75 marks.

**Teaching- Learning Strategies:**

Effective classroom teaching, Assignments, seminar presentation to enhance qualitative understanding of the topic, Encourage group learning by role plays, group discussions, increasing questioning ability of students by asking to frame questions and answers, Discussion of the topic through case study analysis

**Assessment methods:**

Progress towards achievement of learning outcomes will be assessed using: Conducting regular test papers, problem based assignments, seminar presentations Using Power point presentations, conducting viva voce

**BBA-SEC3 BUSINESS MATHEMATICS****Credits: 2****Total Hours: 75****COURSE LEARNING OUTCOMES (CLO'S)**

After completing this Course, the students should be able to:

**CLO- 1:** Describe the basic mathematics used in business situations.**CLO-2:** Solve decision making problems using concept of matrix.**CLO-3:** Analyse and demonstrate mathematical skills in required functional areas.**CLO-4:** Apply the knowledge of mathematics in solving business problems.**CLO-5:** Compare techniques learnt and apply them in real life scenario.**Mapping of course learning outcomes(CLOs)with Program Learning Outcomes(PLOs) and Program Specific Outcomes**

	PLO 1	PL O2	PL O3	PL O4	PL O5	PL O6	PL O7	PL O8	PL O9	PL O10	PL O11	PL O12	PSO 1	PSO 2	PSO 3	PSO 4
CLO1	2	2	1		1	1		1	1			1	2	2		
CLO2		3	2	2	2	1	1	1	1		1	1	2	2		
CLO3		2	2		2	2	1	2	2		1	2	2	2	2	2
CLO4	2	2	2		2	2	2				2		1	2		
CLO5	2	2	2										2	2		

**Module I (20 Hours)**

Ratio- Definition, Continued Ratio, Inverse Ratio, Proportion, Continued Proportion, Direct Proportion, Inverse Proportion, Variation, Inverse Variation, Joint Variation, Percentage-Meaning and Computations of Percentages.

**Module II (25 Hours)**

Profit And Loss: Terms and Formulae, Trade discount, Cash discount, Problems involving cost price, Selling Price, Trade discount and Cash Discount. Introduction to Commission and brokerage, Problems on Commission and brokerage-Interest: Simple Interest, Compound interest.

**Module III (20 Hours)**

Matrices And Determinants (upto order 3 only ) : Multivariable data, Definition of a Matrix, Types of Matrices, Algebra of Matrices, Determinants, Adjoint of a Matrix, Inverse of a Matrix via adjoint Matrix , Rank of a Matrix.

**Module IV (10 Hours)**

Set theory- Definition, Elements and types of sets, operations on sets and cartesian product of two sets, Venn diagram, Simple applications of Venn diagram.

REFERENCES:

- 1) Kashap Trivedi,Chirag Trivedi, *Business Mathematics*, Dorling Kindersley India Pvt.Ltd
- 2) V. K. Kapoor*Business Mathematics* ,Sultan chand & sons, Delhi
- 3) Bari ,*Business Mathematics*, New Literature publishing company,Mumbai
- 4)Munish Khanna*Business Mathematics*,
- 5) Alok Gupta, *Business Mathematics* ,SBPD publication

**Teaching- Learning Strategies:**

Effective classroom teaching, Assignments, seminar presentation to enhance qualitative understanding of the topic, Encourage group learning by role plays, group discussions, increasing questioning ability of students by asking to frame questions and answers, Discussion of the topic through case study analysis

**Assessment methods:**

Progress towards achievement of learning outcomes will be assessed using:Conducting regular test papers, problem based assignments, seminar presentations Using Power point presentations, conducting viva voce .

**BBA-SEC4 BUSINESS COMMUNICATION****Credits: 2****Total Hours: 75****COURSE LEARNING OUTCOMES (CLO'S)**

After completing this Course, the students should be able to:

**CLO-1:**Apply business communication strategies and principles to exchange information.**CLO-2:** Learn to write business letters.**CLO-3:** Attain oral communication skill for effective oral presentation.**CLO-4:** Acquire skills to prepare reports.**CLO-5:** Enrich written communication skill for employability.**Mapping of course learning outcomes(CLOs)with Program Learning Outcomes(PLOs) and Program Specific Outcomes**

	PLO 1	PLO 2	PLO 3	PLO 4	PLO 5	PLO 6	PLO 7	PLO 8	PLO 9	PLO 10	PLO 11	PLO 12	PSO 1	PSO 2	PSO 3	PSO 4
CLO1	2	1	1	1	3	3	2	1	2	2	2	1	2	2	2	
CLO2	2	2	2		3	2	3	2	3	3	3		2	2	3	2
CLO3	3	2	2	2	2	2	2	1	3	2	2	2	1	2	2	2
CLO4	3	2	2	2	2	2	3	2	2	3	3	2	2	2	2	3
CLO5	2				3	3	3	2	2	3	3		1	1	3	

**Module I (20 Hours)**

Introduction to Business Communication, Characteristics of Effective Organizational Communication, Basic Forms of Communication, Process of Communication, Principles of Effective Business Communication, 7 C's.

**Module II (20 Hours)**

Barriers to Communication, Facilitators to Communication, Effective Listening, Perception & Reality, Role of Opinion, Attitudes & Beliefs, , Mal-functions of communication, Business Etiquette

**Module III (15 Hours)**

Forms of Business Communication, Written Communication, Oral Communication, Non verbal Communication, Technology of Business Communication, Peculiarities of Communication in Indian Organizations, Conflict Management

**Module IV (20 Hours)**

Conduct of Meeting- Agenda, Notice, Notes, Minutes, Office Memorandum, Office Orders, PressRelease, Business Letter Writing-Need, functions & Kinds, Layout of letter writing, Types of letter writing, Report writing- Problems, Organization and techniques of writing.

**REFERENCES:**

1. Phillip, LouisV,Organizational Communication: The Effective Management.
2. Raman,Meenakshi and Sharma, Sangeeta Technical Communication: Principles and Practice
3. Ross, Robert D., TheManagement of PublicRelations :
4. Stephenson, James , Principles and Practice of Commercial Correspondenc

**Teaching- Learning Strategies:**

Effective classroom teaching, Assignments, seminar presentation to enhance qualitative understanding of the topic, Encourage group learning by role plays, group discussions, increasing questioning ability of students by asking to frame questions and answers, Discussion of the topic through case study analysis

**Assessment methods:**

Progress towards achievement of learning outcomes will be assessed using: Conducting regular test papers, problem based assignments, seminar presentations Using Power point presentations, conducting viva voce .

**BBA-SEC5 COMPUTER APPLICATION IN BUSINESS****Credits: 2****Total Hours: 75****COURSE LEARNING OUTCOMES (CLO'S)**

After completing this Course, the students should be able to:

**CLO-1:** Gain familiarity with the concepts and terminology used in the development, implementation and operation of business application systems.

**CLO-2:** Explore various methods that Information Technology can be used to support existing businesses and strategies.

**CLO-3:** Use knowledge about application of IT in education, commerce, business and Industry.

**CLO-4:** To provide information on MIS and significance in Business.

**CLO-5:** Describe the various kinds of database systems

**Mapping of course learning outcomes(CLOs)with Program Learning Outcomes(PLOs) and Program Specific Outcomes**

	PLO 1	PLO 2	PLO 3	PLO 4	PLO 5	PLO 6	PLO 7	PLO 8	PLO 9	PLO 10	PLO 11	PLO 12	PSO 1	PSO 2	PSO 3	PSO 4
CLO1	2		2	1	1	2		3	2	1	1	1				
CLO2	2	2	2	3	2	2	2	3	3	2	2	2	2	2	2	2
CLO3	3	2		3	1	3	2	2	3	2	2	2		2	3	
CLO4	1	1	2	2		2	2	3	2	2	2	2		2		
CLO5	2	1	2				1	2	2							

**Module I (15 Hours)**

Meaning and definition of system, information and information system – business information system –Features of Information system- Uses of Business Information Systems- Users of Information Systems –Components of Business Information Systems.

**Module II (18 Hours)**

Types of information system- Management Support Systems (MSS), Management Information systems, Transaction Processing systems, Decision Support Systems (DSS), Group Decision Support System (GDSS), Office Automation system, Process Control systems, Executive Information systems, Levels of management and Information systems.

**Module III (25 Hours)**

MS office: MS Word – editing a document- Formatting – Spell Checking – Page setup, Using tabs, Tables and other features Mail Merge, MS Excel – building work sheet- data entry in work sheets, auto fill – working with simple problems- formula – statistical analysis, sort, charts, MS Power point – Design, Side Show –Presentation.

**Module IV (17 Hours)**

Database management systems: Introduction- Purpose of Database Systems, Views of data, Data Models, Database language, Transaction Management, Storage Management, Database Administrator, Database Users, Overall System Structure, Different types of Database Systems

## REFERENCES

1. James Obrein, Management Information Systems, Tata McGraw Hill
2. M. Suman \_ Computer Application Business, VBH
3. R.G. Saha – Computer Application Business, HPH.
4. Amrutha Gowri & Soundrarajana A, Computer Application Business, SHBP.
5. Manjunath, GunduRao – Computer Business Applications, HPH.
6. Sudaimuthu& Anthony: Computer Applications in Business, HPH.

### **Teaching- Learning Strategies:**

Effective classroom teaching, Assignments, seminar presentation to enhance qualitative understanding of the topic, Encourage group learning by role plays, group discussions, increasing questioning ability of students by asking to frame questions and answers, Discussion of the topic through case study analysis

### **Assessment methods:**

Progress towards achievement of learning outcomes will be assessed using:Conducting regular test papers, problem based assignments, seminar presentations Using Power point presentations, conducting viva voce .



**BBA-SEC6 TRAINING AND DEVELOPMENT****Credits: 2****Total Hours: 75****COURSE LEARNING OUTCOMES (CLO'S)**

After completing this Course, the students should be able to:

**CLO-1:** Express the need for training and development**CLO-2:** Explain the various methods of training and development to be applied in business.**CLO-3:** Develop necessary skill set for application of training tools in organisations.**CLO-4:** Develop management development programmes in organisations.**CLO-5:** Explain the future trends in training and development**Mapping of course learning outcomes(CLOs)with Program Learning Outcomes(PLOs) and Program Specific Outcomes**

	PLO 1	PL O2	PL O3	PL O4	PL O5	PL O6	PL O7	PL O8	PL O9	PL O10	PL O11	PL O12	PSO 1	PSO 2	PSO 3	PSO 4
CLO1	2	2	2	2	3		2			2		3			2	
CLO2	2	3	3	2	2	3	2	2	2	3		2	2	2	2	
CLO3	3	3	2	3	3	3		2	3	3	2	2			2	2
CLO4	3	2	3	3	3	2	2	2	3	3	2	3	2		2	2
CLO5	2		2	2	2		2		2	2	2	2			2	

**Module I (15 Hours)**

Meaning and Definition, Role and relevance, Need for Training, Scope of Training, Objectives of Training, Responsibility for Training, Future trends in training. Analysis of training needs, Methods and techniques of training need assessment, Training design, Training process Steps in Training Programmes, Training Policy, Training Courses, Support Material for Training, Training Period, Training for Different Employees, Feedback system in learning Principles of Learning,

**Module II (18 Hours)**

Training Methods, Techniques and aids, Training methods, On the Job Training: Vestibule Training, Training by Experience Workman, Training by Supervisors, Demonstrations and Examples, Simulation, Apprenticeship, Case Studies. Off the Job Training: Lecturers, Conference Method, Seminar or Team Discussion, Case Studies, (Learning by Doing) (Teaching by the Machine Method). Role Playing, Programmed Instruction, T-Group Training, Audio-Visual Aids, Planned and Supervised Reading Programmes, Retraining.

**Module III (25 Hours)**

Implementation of training, physical arrangement, classroom management, competence of trainer, skills of trainer, Rapport building, Evaluation of training, Evaluation instruments, Training Audit.

#### **Module IV (17 Hours)**

Management Development, Importance and Need, Management Development Concepts, Purpose and Objectives of Development, Stages in Development Programme, Components of Development Programme, Factors Inhibiting Development, Methods, Coaching Counselling, Multiple Management, Syndicate, Incident Process, Management, In-Basket, Sensitivity Training. Job Rotation, Special Projects, Committee Assignments Conference, Management Games, succession planning.

#### **REFERENCES**

- 1 .Rishipal ,Training and Development Methods, S Chand
2. Lynton R Pareek, U, Training for Development, Vistaar, New Delhi
3. Peppar, Allan D, Managing the Training and Development Function, Gower, Aldershot,
4. Reid, M.A., et el., Training Interventions: Managing Employee Development, IPM, London,
5. B Janaki Ram ,Training and Development Indian Text Edition , Dreamtech Press
6. B. Rathan Reddy Training,Efective Human resource Development Strategy ,Himalaya
- 7.Aparna Raj,Training and Development,Kalyani

#### **Teaching- Learning Strategies:**

Effective classroom teaching, Assignments, seminar presentation to enhance qualitative understanding of the topic, Encourage group learning by role plays, group discussions, increasing questioning ability of students by asking to frame questions and answers, Discussion of the topic through case study analysis

#### **Assessment methods:**

Progress towards achievement of learning outcomes will be assessed using:Conducting regular test papers, problem based assignments, seminar presentations Using Power point presentations, conducting viva voce .

**BBA-SEC7 BUSINESS ETHICS & CORPORATE GOVERNANCE****Credits: 2****Total Hours: 75****COURSE LEARNING OUTCOMES (CLO'S)**

After completing this Course, the students should be able to:

**CLO-1:** Explore the relationship between ethics and business and the subsequent theories of justice and economics across different cultural traditions.**CLO-2:** Comprehend the relationship between ethics, morals and values in the workplace.**CLO-3:** Analyze and understand various ethical philosophies to explain how they contribute to current management practices.**CLO-4:** Apply understanding of ethics of real–world contexts and gather and analyse information by way of undertaking a research project on a topic relevant to business ethics.**CLO-5:**Analyze the reasons of systematic failure of corporate governance that could spread from individual firms to entire markets or economies.**Mapping of course learning outcomes(CLOs)with Program Learning Outcomes(PLOs) and Program Specific Outcomes**

	PLO 1	PLO 2	PLO 3	PLO 4	PLO 5	PLO 6	PLO 7	PLO 8	PLO 9	PLO 10	PLO 11	PLO 12	PSO 1	PSO 2	PSO 3	PSO 4
CLO1	2	2	2	2		2	2	2		2	3	2	1			
CLO2	2	3	3	2		3	3	2		3	3	2	2	2	2	
CLO3	2	3	3	2		3	3	3	2	2	2	3	2	2	2	2
CLO4	2	3	3	2		3	3	3	3	3	2	2	2			2
CLO5	2	3	3	2	2	3	3	1		3	1	1	2		1	1

**Module I (20 Hours)**

Business ethics:Meaning of ethics, why ethical problems occur in business. Ethical Principles in business: Utilitarianism: weighing social cost and benefits, Rights and duties, Justice and fairness, ethics of care, Integrating utility, rights, justice and caring, an Alternative to moral principles: virtue ethics, Moral issues in business: Worker’s and Employee’s rights and responsibilities, Profit maximization vs. social responsibility.

**Module II (25 Hours)**

Elements of Corporate Governance- Board of Directors- Executive Directors- Independent Directors Appointment, Remuneration- Powers, Duties and Responsibilities- Audit Committee-Composition Power and Responsibilities- Statutory Officers- Duties, Board Committees-Responsibilities and Powers Board meetings -Corporate governance:concept, Need to improve corporate governance standards,Features of good governance, Role played by regulators to improve corporate governance,accounting standards and corporate governance, corporate disclosure, insider trading.

**Module III (15 Hours)**

Role of auditors in enhancing corporate governance- duties and responsibilities of auditors, corporate governance and internal auditors, Whistle blowing: Kinds of whistle blowing, precluding the need for whistle blowing. Discrimination, affirmative action, and reverse discrimination: Equal employment opportunity, Affirmative action, Preferential hiring,

**Module IV (15 Hours)**

Corporate social responsibility: Meaning, Evolution of corporate social Responsibility, common indicators for measuring business social performance, reporting.

**Reference Books:**

1. Bhanumurthy K V: Ethics and Social Responsibility of Business, Pearson Education India.
2. N. Gopalswamy: Corporate governance a new paradigm A H Wheeler Publishing Co Ltd.
3. Manuel G Velasquez : Business ethics- concepts and cases, Pearson.
5. A.C. Fernando: Business Ethics ,Pearson Education
6. A.C. Fernando: Corporate Governance, Pearson Education.

**Teaching- Learning Strategies:**

Effective classroom teaching, Assignments, seminar presentation to enhance qualitative understanding of the topic, Encourage group learning by role plays, group discussions, increasing questioning ability of students by asking to frame questions and answers, Discussion of the topic through case study analysis

**Assessment methods:**

Progress towards achievement of learning outcomes will be assessed using:Conducting regular test papers, problem based assignments, seminar presentations Using Power point presentations, conducting viva voce .

**BBA- SEC 8 BANKING THEORY AND PRACTICES****Credits: 2****Total Hours: 75****COURSE LEARNING OUTCOMES (CLO'S)**

After completing this Course, the students should be able to:

**CLO-1:** Apply concepts of basic banking in daily banking operations.**CLO-2:** Apply knowledge of documentation procedure of banking in real working environment.**CLO-3:** Use knowledge of banking securities and other products in building a strong customer base.**CLO-4:** Discuss about changing trends in the banking sector.**CLO-5:** Describe the latest technology adapted in banking sector.**Mapping of course learning outcomes(CLOs)with Program Learning Outcomes(PLOs) and Program Specific Outcomes**

	PLO 1	PLO 2	PLO 3	PLO 4	PLO 5	PLO 6	PLO 7	PLO 8	PLO 9	PLO 10	PLO 11	PLO 12	PSO 1	PSO 2	PSO 3	PSO 4
CLO1	2	1		1	1	3	2	2	2	2	1	1	2	2	2	
CLO2	2	2		2	2	3	3	2	2	3	2	2	2	2	2	2
CLO3	2	2	2	2	2	2	2	2	2		2	2	2	1	3	2
CLO4	3	2	2	3	2	2	2	2	2	2	1	1	1	2	3	1
CLO5	2	1	2	2		2	2	2	3	2	2	2	1		2	1

**Module I(25 Hours)**

Introduction to banking- origin and development of banking- banking structure in India- Commercial banks- Functions-central bank-RBI: functions, fiscal and monetary policy- Banking Regulation Act 1949, Loans and advances: fixed advance, cash credit, overdraft, letter of credit, bill discounted- principles of sound lending.

**Module II(20 Hours)**

Banker and customer relationship-Meaning of Banker and Customer – General and Special Relationship -Types of Customers and Account holders- minors, - Joint Account Holders. Partnership Firms- Joint Stock companies with limited liability-Executors and Trustees-Clubs and Associations-Joint Hindu Family-Procedure and Practice in opening and closing of accounts.

**Module III(10 Hours)**

Negotiable instruments-Introduction – Meaning & Definition – Features – Kinds of Negotiable Instruments–Cheques – Meaning & Definition – Features - Parties – Crossing of cheques – types of crossing-Endorsements – Meaning – Essentials – Kinds of Endorsement, Dishonour of cheque, reasons for dishonor.

**Module IV(20 Hours)**

Technology in banks : need and importance- internet banking- ATM- credit card- Debit card- Telebanking, Hi- techbanking, internet banking- RTGS(Real time Gross settlement),NEFT, Electronic Fund Transfer(EFT), SWIFT ( society for worldwide interbank financial telecommunication)-changing profile of Indian banking-concept of core banking- Universal banking and Green banking.

## REFERENCES

1. Gordon & Natrajan, Banking Theory Law and Practice, HPH.
2. Maheshwari. S.N, Banking Law and Practice, Kalyani Publishers
3. Gagendra Naidu, S. K. Poddar , Law and Practice of Banking, VBH.
4. M. Prakash, Banking Regulation & Operations, VBH.
5. Tannan M.L, Banking Law and Practice in India, Wadhwa and company
6. P.SubbaRao ,Bank Management, HPH.
7. Sethi & Bhatia , Elementis of banking and insurance PHI learning Pvt Ltd, New Delhi.
8. V. Iyengar; Introduction to Banking, Excel Books.
9. Kothari N. M, Law and Practice of Banking.
10. Shekar. K.C, Banking Theory Law and Practice, VBH.
11. Venkataramana. K, Banking Regulation, SHB

### **Teaching- Learning Strategies:**

Effective classroom teaching, Assignments, seminar presentation to enhance qualitative understanding of the topic, Encourage group learning by role plays, group discussions, increasing questioning ability of students by asking to frame questions and answers, Discussion of the topic through case study analysis

### **Assessment methods:**

Progress towards achievement of learning outcomes will be assessed using: Conducting regular test papers, problem based assignments, seminar presentations Using Power point presentations, conducting viva voce .

**BBA-SEC9 RETAIL MANAGEMENT****Credits: 2****Total Hours: 75****COURSE LEARNING OUTCOMES (CLO'S)**

After completing this Course, the students should be able to:

**CLO-1:** Describe the basics of retailing , principles, practices and terminology related to each functional area of business.**CLO-2:** Illustratethe ways that retailers use marketing tools and techniques to interact with their customers**CLO-3:** Inferhow retailers differentiate their offering as an element in their corporate strategy**CLO-4:** Express the concepts of product assortment decision, inventory management , retail promotion**CLO-5:** Develop and designcustomer retention program.**Mapping of course learning outcomes(CLOs)with Program Learning Outcomes(PLOs) and Program Specific Outcomes**

	PLO 1	PLO 2	PLO 3	PLO 4	PLO 5	PLO 6	PLO 7	PLO 8	PLO 9	PLO 10	PLO 11	PLO 12	PSO 1	PSO 2	PSO 3	PSO 4
CLO1	1	2	3		1	2	2			2		2	2	1	2	
CLO2	2	2	3	2	2	3		2	2	2	2	2	1	2	2	2
CLO3	2	2	3	3	2	3	2	2		1	2	3	2	2	2	2
CLO4	2	2	3	3		3		2	2	2	1	2	2	2	2	
CLO5	3	3	2	2		2	2	2	2		2	2	1		2	

**Module I(15 Hours)**

Retailing: Meaning –Nature-Scope-Objectives and Functions-Retailer-Definitions and Functions of Retailer-Retailing Scenario in India-Global Retail Market-Issues and Challenges-Wheel of Retailing-Retailing Life Cycle –Types of Retailing –Ownership Based, Store Based and Non-Store Based Retailing-Retail Environment and Customers.

**Module II(18Hours)**

Strategic Planning in Retailing—Retail Environment and Customers—Design Retail Information System and Research—Location and Organizational Decisions—Trading Area Analysis—Site Selection, Organizational Pattern in Retailing.

**Module III(25 Hours)**

Retail Operations Management—Budgeting and Resource Allocation—Store Format and Size Decision—Store Layout and Space Allocation—Store Security Aspects—Credit Management—Working Capital for Retailing—Cash Collection and Recovery.

**Module IV(17 Hours)**

Product Assortment Decision—Merchandise Forecasting—Buying and Handling Merchandise—Inventory Management—Pricing, Labeling and Packaging —Retail Promotion—Building Retail Store Image—Role of Atmosphere—Layout Planning—Retail Promotion Mix—Sales Promotion

Scheme— Public Relations in Retailing—CRM in Retailing — Retail Control System—Financial Control, Merchandise Control — Human Resource Control—Operational Control.

**Reference Books:**

1. Brittain, P., Cox, R. (2000), *Retail Management*. United Kingdom: Financial Times/Prentice Hall.
2. Weitz, B. A., Levy, M., Pandit, A., Beitelspacher, L. S. (2012), *Retailing Management. Indi.:* Tata McGraw Hill.
3. Keller, K. L., Kotler, P. (2012), *Marketing Management*, Germany: Pearson Education.
4. Cox, R. (2006), *Retailing: An Introduction*, 5/E. India: Pearson Education.
5. Gilbert, D. (2003). *Retail Marketing Management*. India: Pearson Education.

**Teaching- Learning Strategies:**

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**Assessment methods:**

Progress towards achievement of learning outcomes will be assessed using:Conducting regular test papers, problem based assignments, seminar presentations Using Power point presentations, conducting viva voce .



**BBA-SEC10 EVENT MANAGEMENT****Credits: 2****Total Hours: 75****COURSE LEARNING OUTCOMES (CLO'S)**

After completing this Course, the students should be able to:

**CLO-1:** Describe the concept and significance of event management.**CLO-2:** Interpret the techniques to improve event finance, sponsorship and cost control.**CLO-3:** Examine preparing time limits for event.**CLO-4:** Develop skill for conducting an event.**CLO-5:** Outline the Safety and security while conducting an event.**Mapping of course learning outcomes(CLOs)with Program Learning Outcomes(PLOs) and Program Specific Outcomes**

	PLO 1	PLO 2	PLO 3	PLO 4	PLO 5	PLO 6	PLO 7	PLO 8	PLO 9	PLO 10	PLO 11	PLO 12	PSO 1	PSO 2	PSO 3	PSO 4
CLO1	3	2	2	1	2	3	2	2	2	2	2	2	2	1	2	
CLO2	3	2	2	2	3	3	2	2	2	2	3	2	3	2	3	
CLO3	3	2	2	2	2	2	2	2	2		3			2	3	2
CLO4	2	2	2	3	2	3	3	2			3	2	2		3	2
CLO5	2	3	2	2	3	3	2	2		2	3		2		3	

**Module I (20 Hours)**

Introduction to Event Management: concepts – nature – scope – Evolution of professional event management- significance and components of events – starting and managing event business – event coordination.

**Module II (20 Hour)**

Conceptualizing and designing Event: key elements of events – activities in event management – planning – organizing – staffing – leading – coordination – controlling – event management information system.

**Module III (20 Hour)**

Event Production– Staging an event – choosing the event site – developing the theme – conducting rehearsals – providing services – arranging catering – interpersonal skills and public relations – necessity of human resource management and human relationships- Celebrity Management: Corporate event management, Experiential Marketing, Event Marketing, Finance Management in events, Statutory requirements for events, Safety and security in event.

**Module IV(15 Hour)**

Evaluation of Event Performance: basic evaluation process – measuring performance – formative evaluation – objective evaluation – summative evaluation – correcting deviations – critical evaluation points. Event management industry: India / international / present – future

## REFERENCES

- 1.Sanjay Singh Gaur, Sanjay V Saggere, Event Marketing Management, Vikas Publication, New Delhi
2. John Beech, Sebastian Kaiser, Robert Kaspar – The Business of Events Management ;Pearson Publications
3. A.K. Bhatia, 'Event Management', Sterling Publishers Pvt. Ltd. Delhi.
4. Gold Blatt, Best Practices in Modern event Management
5. Julia Rutherford Silvers ,Professional Event coordination:
- 6.Judy Allen, Event Planning,
- 7.David seeking, Hand book of conferences and meetings

### **Teaching- Learning Strategies:**

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